Appendix D

Accessibility Guidelines for Social Media

[Facebook, Twitter, Instagram, and LinkedIn](#)

1. Accessible posts

a) Do not overuse emoji's and do not use Emoticons.
   For example: Emoji 👏 – Screen readers read "Clapping Hands."
   Emoticon: ¯_(ツ)_/¯ Screen readers read "Macron, backslash, underline, katakana, underline, slash, Macron.
b) Choose background wisely – foreground text and the background color – **Facebook only** (https://www.w3.org/WAI/WCAG21/Understanding/contrast-minimum.html)
   Color contrast tool: https://webaim.org/resources/contrastchecker/
c) Don't share only stories unless you also post on the Facebook feed. – **Facebook, Instagram only**
d) Refrain from using # hashtags; if the hashtag is used, the first letter of each word must be capitalized.

2. Adding Alt texts

a) Use the alt text feature on all social media accounts.
b) Describe the image text on the post.
c) Use alt text for your existing images.
d) When you share posts from another page, add descriptive text to your post. (Owner of the original page can add the alt text)
e) When a link has a preview image, the post must include the text "link preview description" followed by a description of the photo – **Facebook only.**

3. Color Contrast on Images

Visibility of text on an image should be readable, visible, and understandable. Use proper background and foreground colors by using color contrast tools.

4. Captions

Captions should be present in all videos.
   a) Live feed: Enable real-time captioning during Facebook live events.
   b) Postproduction: Upload your video on YouTube or Vimeo – they have auto-generated captions available.
Facebook and Instagram have a feature to auto-generate captions.
   c) Include captions on Reels/Stories
   d) Twitter and LinkedIn users should use captions through You Tube or Vimeo only.