Social Media Accessibility Checklist

This accessible social media checklist is a list of prompts and reminders for you to refer to, to ensure that you've done everything you can do to make your content accessible to blind and partially sighted people before hitting publish on your content.

It isn't an exhaustive list of accessibility hints and tips, but we hope it provides a good summary. We have no doubt that accessibility will become an integral part of your social media content, if it isn't already!

Image descriptions

- I've written alt text for all images.
- In the copy, my image descriptions are written as: [Image description:…] on Facebook, Instagram and LinkedIn.
- I've added image descriptions in the back end on Twitter, Facebook, LinkedIn and Threads.
- For any links that pull through an image, I have added alt text in the caption on Facebook, Instagram and LinkedIn.
- My Instagram post is live! So I've manually added alt text in the back end.

Audio

- I've edited our audio clip so it's a short, subtitled video.

Copy

- My hashtags are all in Camel Case and at the end of the copy.
- I used only one hashtag. But, uh oh, it would be good to use more for reach! I've only used 2-3 and I've added them to the end of the post.
- I've only used 1-2 emojis and I've checked their meaning in Emojipedia.
- I've tried not to use emoji's for bullet points, but if I have, I've used the same one throughout my copy.
- I've shorted and personalised my links in bit.ly and only used one link, with any extra links going in the comments/follow-up tweets.

Videos

- My videos are subtitled with white text on a black background.

- My videos are audio led or audio described.
- I don't think the audio description is clear enough, so I've also added a video description.

Features (like on stories or polls)

- I've checked the features I'm using are accessible.
- Where needed, I've added copy or descriptions to the features.

Glossary

Alt text: Sometimes referred to as alternative text, is a written description which describes the visual details of an image.
Audio described: A form of narration that descries visual elements of a video, making it accessible to blind and partially sighted people.
Audio led: When a video sends the same message, both audibly and visually.
Camel Case: Capitalising the first letter of each word in a hashtag, to ensure that it's read properly by screen readers.
Image description: A written description which describes the visual details of an image. It serves the same purpose as alt text, but is placed in the body of a post, after the copy.
Video description: A detailed, written description of a video, describing the visual elements.