# Quick Tips: Social Media Accessibility

* **Use image descriptions:** Text captions for images
  + Separate from the rest of the text with symbols ({}, [], \*\*, (), etc.) in order to announce their presence to screen readers
  + Alternate text can be enabled in some social media platforms
  + Avoid duplication: Some comments make alternate text unnecessary
* **Disable automatically-playing GIF files:** Some fast-playing GIFS can induce seizures
  + Under the same accessibility settings where alternate text is enabled
* **Write the word [LINK] before linking to another website:** May assist someone with a screen-reader in skipping the reading of a long link if they are uninterested in it
* **Capitalize the first letter in each word of a hashtag:** Makes the hashtag easier to read for someone with a visual disability or a learning disability
  + Additionally, some screen-readers can detect individual words in a hashtag if the first letter is capitalized
* **If you cannot find a gif with alternate text, consider saving it as a still image file or writing a description of the gif**
  + Example One: “FYI: If you try to shake my hand during flu season, I may Lysol you.”

[gif: Sheldon Cooper of Big Bang Theory sprays everything with Lysol.]

* + Example Two: “If you feel you may be having an anxiety attack then it might be a good time to do a breathing exercise just to slow it down a bit.

[gif showing shapes expanding for 5 seconds with the text Breathe In followed by shapes collapsing for 5 seconds with the text Breathe Out]

Adapted from: Ward, S. B., & Ashe, C. E. (2017, May 1). The Student Affairs Accessible Social Media

Toolkit. Retrieved from <https://drive.google.com/open?id=0B_-ZfCP7Aqp2RFRaRFQ2U1RTYXM>