# Accessible social media posting checklist

The aim in creating accessible social media content is that every user can understand your message and concept, no matter what assistive tech they are using. You should consider:

* If you are using the correct format for your content or message?
  + Consider the amount of information you will be putting into your content, character limits and appropriateness of the platform are good indicators
* Which image will you use?
  + Photos allow for easier alternative text, are more simple and therefore clearer but are not always the most appropriate or adaptable
  + Graphics can be tailor made, particularly in line with your branding but there are more accessibility considerations
    - Check the colour contrast if text is present
    - Overlapping images with text; image needs to be transparent enough
    - Legible text fonts
    - Not overcrowding the image with several different elements
* Have you created a video?
  + You must include subtitles or upload to a platform that includes them
    - YouTube is a great resource for this, but it is not always accurate
    - Embedding them into the video ensures the captions are correct
  + Does it include music?
    - If you are choosing to use music as well as a voiceover, be mindful that it is a piece that is not too ‘busy’ and a good quiet volume otherwise there’s the possibility of causing a sensory overload or at least being distracting from the information you do want to walk about
* Created a story, reel or short?
  + These are short videos, sometimes no longer than ten seconds
    - Place your subtitles correctly, not over any other information and not too close to the sides as to not crop out any words
    - Solid colour background for the text
    - Correct colour contrast for text and background
    - Don’t use illegible fonts
  + Stickers for links, locations, or hashtags
    - You have the option to rename them, name them something sensible
    - Don’t place them on the edge of the screen where people are likely to tap to the next story or at the bottom of the screen where someone can message you, there’s a higher chance of clicking the wrong thing
* Writing Captions - Writing captions is a fun process! Just keep these things in mind to make them accessible;
  + Use plain, inclusive language, so avoid any idioms or abbreviations that might not make sense to a non-native speaker
  + Hashtags: don’t make them too long and be sure to use camel case
  + Only use one or two emoji’s, that clearly cannot be misinterpreted, as a number are ambiguous in meaning. [Emojipedia](https://emojipedia.org/).
  + Use meaningful links (as in they can be understood when read out loud out of content) rather than the URL.
  + Also check that your platform can actually posts links (Instagram cannot post links within captions so it is best to use a link organiser like Link Tree.)