# Accessible Social media fundamentals

1. Write in plain English.

It is not always possible to keep your language simple but do consider your writing style and how it might be experienced by those with dyslexia or other learning difficulties. The aim of writing in plain English is to make your content clear and concise. The [Make Things Accessible: Plain English tip sheet](https://www.makethingsaccessible.com/guides/plain-english-tip-sheet/) is a useful resource for guidance on how to make your writing more accessible.

1. Choose a clear font and size.

Sans serif fonts (Arial, Calibri, Verdana) are easier to read than serif fonts, and the font size should be clear and big enough for the format you are using.

If you want to emphasize text use bold rather than underlining or italics. This is because underlining is often used for hyperlinks and italics are more difficult to read.

1. Tell your audience where links are taking them.

Links are great for navigation, but you need to contextualise your links to help those using screen readers where possible. Avoid using the URL itself, however, if you can’t avoid using a URL tell your audience where the link is going, for example: BBC News homepage [www.bbc.co.uk/news](https://www.bbc.co.uk/news).

1. Check the colour contrast between the text and background.

Use a colour contrast checker to make sure it the contrast is high enough at 4.5:1 for normal text and 3:1 for large text:

* [WebAIM colour contrast checker](https://webaim.org/resources/contrastchecker/)
* [Colour Contrast Checker](https://colourcontrast.cc/)

Some colour combinations are problematic for people with colour vision deficiencies – so avoid green/red, blue/purple and light green/yellow. Do not use colour alone to convey meaning, always include a secondary characteristic as an indicator that is not colour.

1. Write clear and meaningful alternative text for images.

If your content includes images, you need to include some text explaining what they are showing, this is called ‘alt text’ (or alternative text). The important thing to remember is to provide the context that you want the image to convey. The Make Things Accessible guides on [creating meaningful alt text](https://www.makethingsaccessible.com/guides/creating-meaningful-alternative-text/), [alt text for complex images](https://www.makethingsaccessible.com/guides/complex-images-making-sense-for-accessibility/), and [race, gender and physical descriptions in alt text](https://www.makethingsaccessible.com/guides/alternative-text-race-gender-and-physical-descriptions/) are all useful.

1. Include captions and transcripts when sharing videos.

Including video and other media in your content can make it much more accessible, but it can present challenges for some users. You can improve video and audio accessibility by providing captions and transcripts, audio descriptions, and descriptions of video images.