# Accessible social media posting checklist

Once you’ve created your content you are ready to move from planning to publishing. The platforms are developing, changing, and updating every day and in the last year alone the accessibility features across most platforms have substantially improved, however that does mean that what is true in one moment, might have changed within a few weeks. We need to apply the basic principles of accessibility as much as we can within the limitations of some platforms.

## How are you posting?

It can be tough choosing between a scheduling assistant or setting aside dedicated and frequent time to post. Scheduling assistants can be unreliable or have limited accessibility functions in comparison to directly posting onto the platform itself.

## Instagram

* Use alternative text - If your alternative text is too long, for example if it’s for multiple images, you can write it in the caption as (Alt text: image 1…)
* Subtitles are available for videos, but not when posting to the grid unless they are embedded; you can write out your own in reels, or stories.
* Move any links to a link organiser like Link Tree as they cannot be made clickable.

## Twitter and Facebook

* Use alternative text.
* Subtitles are available for videos.
* It is best to inform your user where the link is taking them to if it is not immediately obvious through your caption.

## LinkedIn

* Use alternative text for images.
* Upload videos via YouTube to ensure subtitles if you have not already embedded them.
* The ‘Article’ function allows you to create extended content with appropriate accessible headings and multiple images with alternative text.
* It is best to inform your user where the link is taking them to if it is not immediately obvious through your caption.

## YouTube

* Use the subtitle service through creating your own transcripts and uploading them so they are accurate.
* Avoid putting links in the description as they cannot actually be linked unless it is the full https:// URL and you will rely on users copy and pasting it into their browser otherwise.

## TikTok

* Text-to-speech available for video creation
* Photosensitive epilepsy toggle and warning for both users and content creators
* Auto-captions (subtitles)