ACCESSIBLE SOCIAL MEDIA

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WHY IS ACCESSIBILITY IMPORTANT?

- We are a large institution that serves a wide audience – our content should be accessible to everyone

- Increased reach and engagement
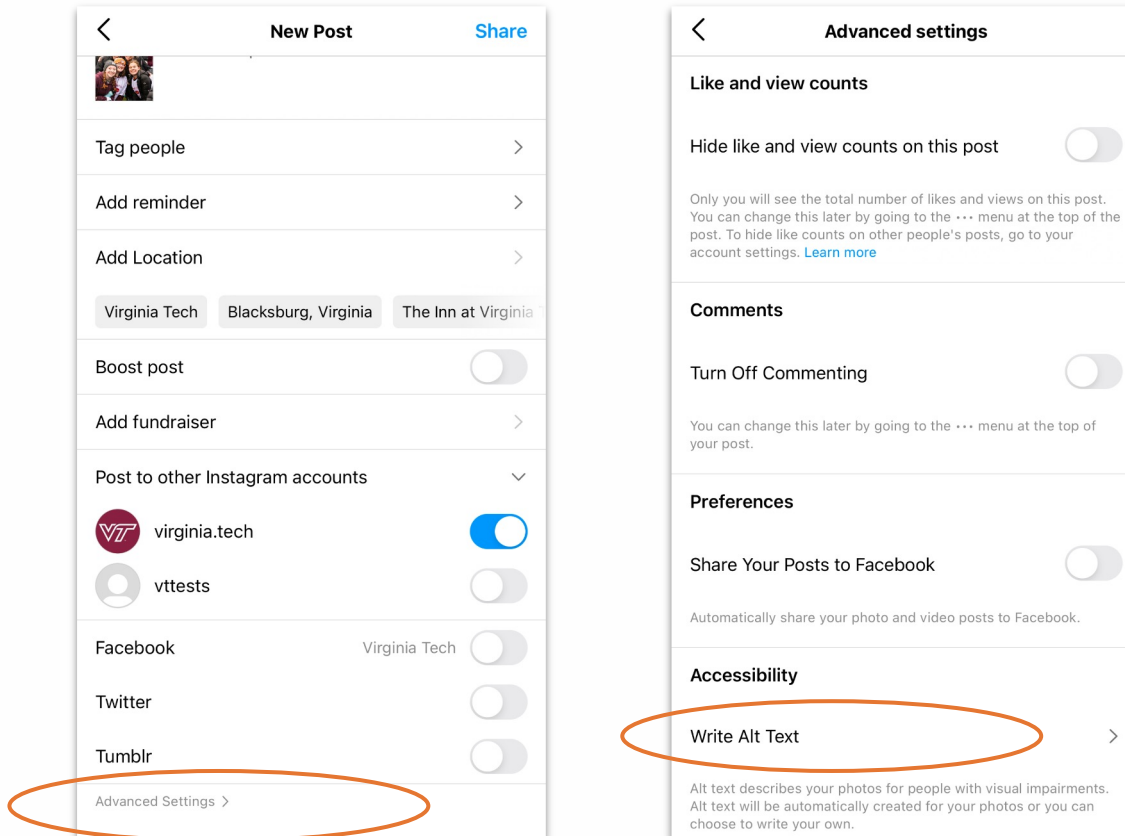
HOW TO CREATE ACCESSIBLE CONTENT

- Alternative text
- Video captions
- Emojis
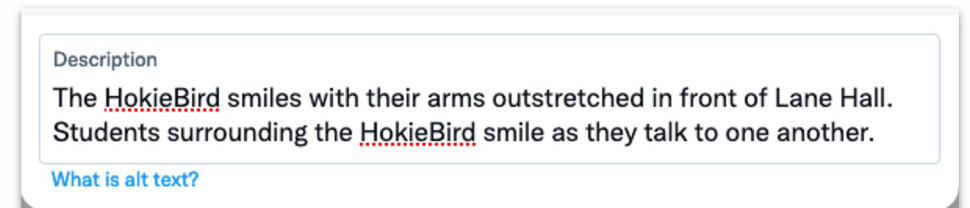- Hashtags
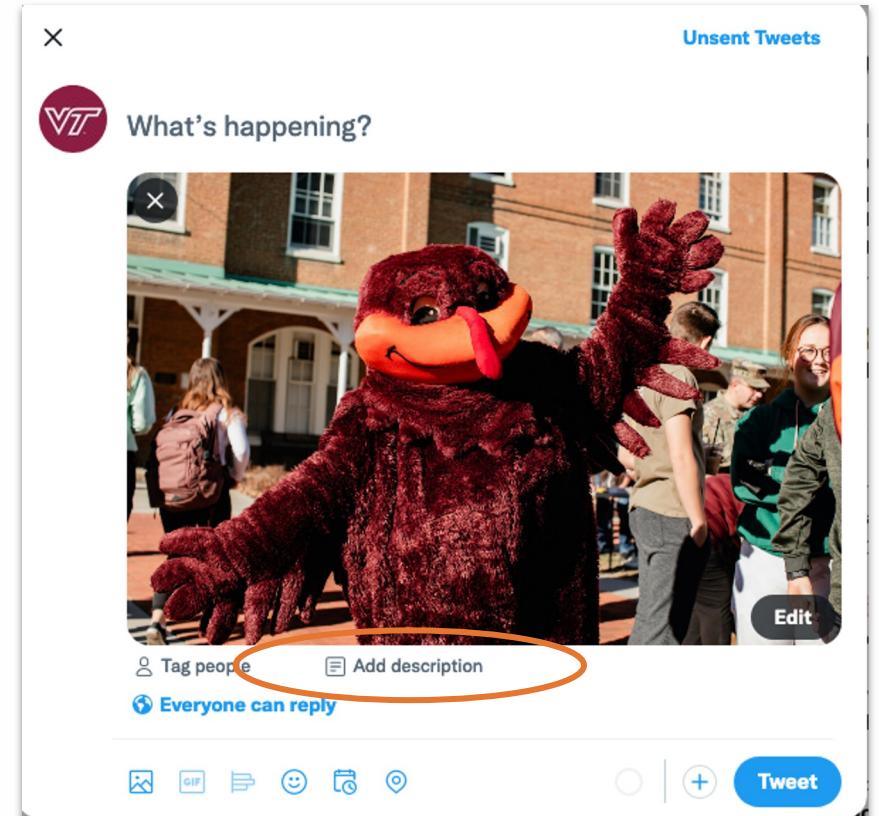- Color contrast and… flyers (😭)

ALT TEXT: How to use it

Alternative text is supported on Facebook, Twitter, LinkedIn, and Instagram – USE IT!
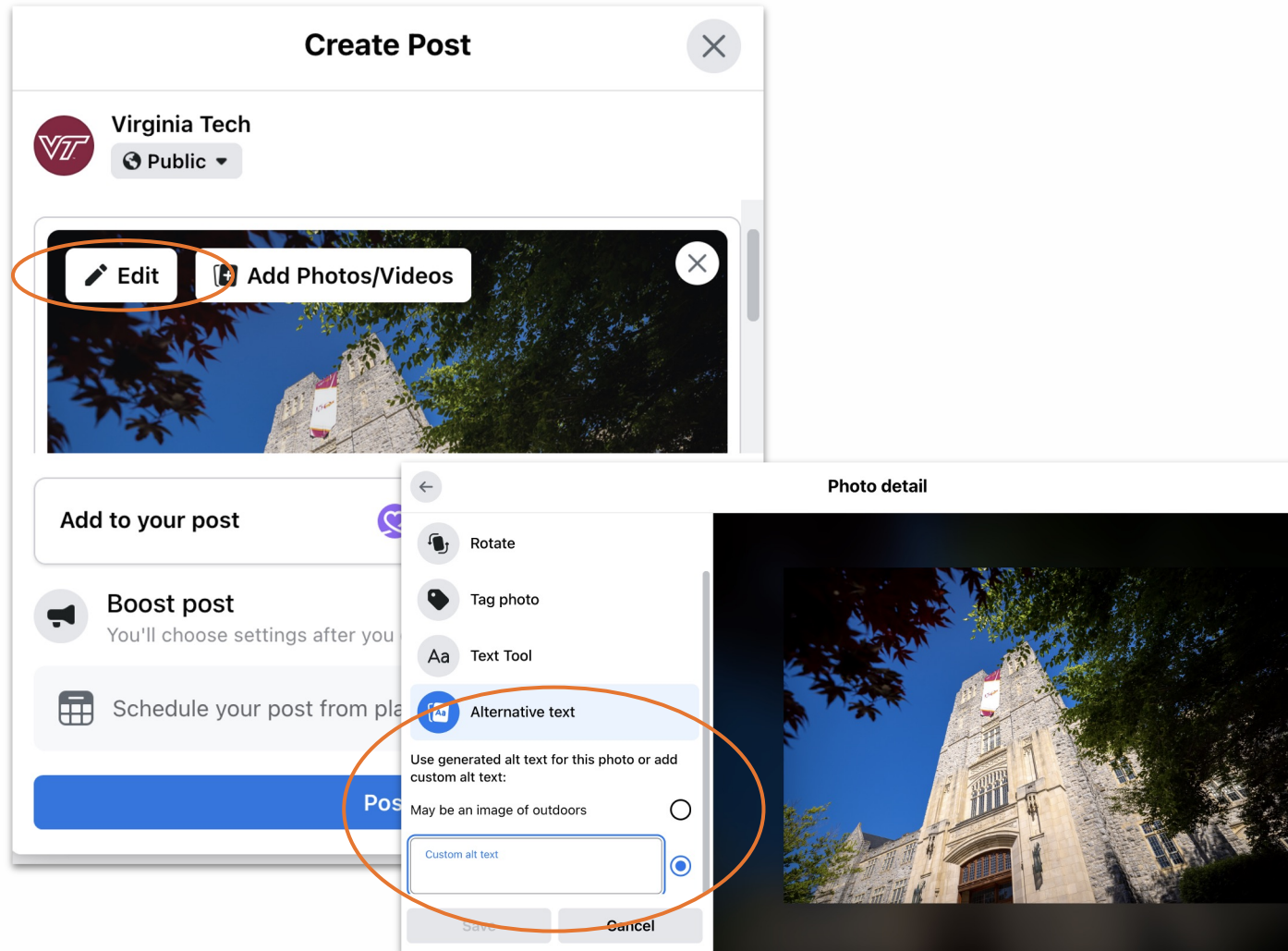
Instagram

New Post | **Share**

Tag people
Add reminder
Add Location
Virginia Tech | Blacksburg, Virginia | The Inn at Virginia
Boost post
Add fundraiser
Post to other Instagram accounts
virginia.tech
vttests
Facebook | Virginia Tech
Twitter
Tumblr
Advanced Settings >

Advanced settings

Like and view counts

Hide like and view counts on this post

Only you will see the total number of likes and views on this post. You can change this later by going to the ··· menu at the top of the post. To hide like counts on other people's posts, go to your account settings. Learn more

Comments

Turn Off Commenting

You can change this later by going to the ··· menu at the top of your post.

Preferences

Share Your Posts to Facebook

Automatically share your photo and video posts to Facebook.

Accessibility

Write Alt Text >

Alt text describes your photos for people with visual impairments. Alt text will be automatically created for your photos or you can choose to write your own.

Twitter

Description

The HokieBird smiles with their arms outstretched in front of Lane Hall. Students surrounding the HokieBird smile as they talk to one another.
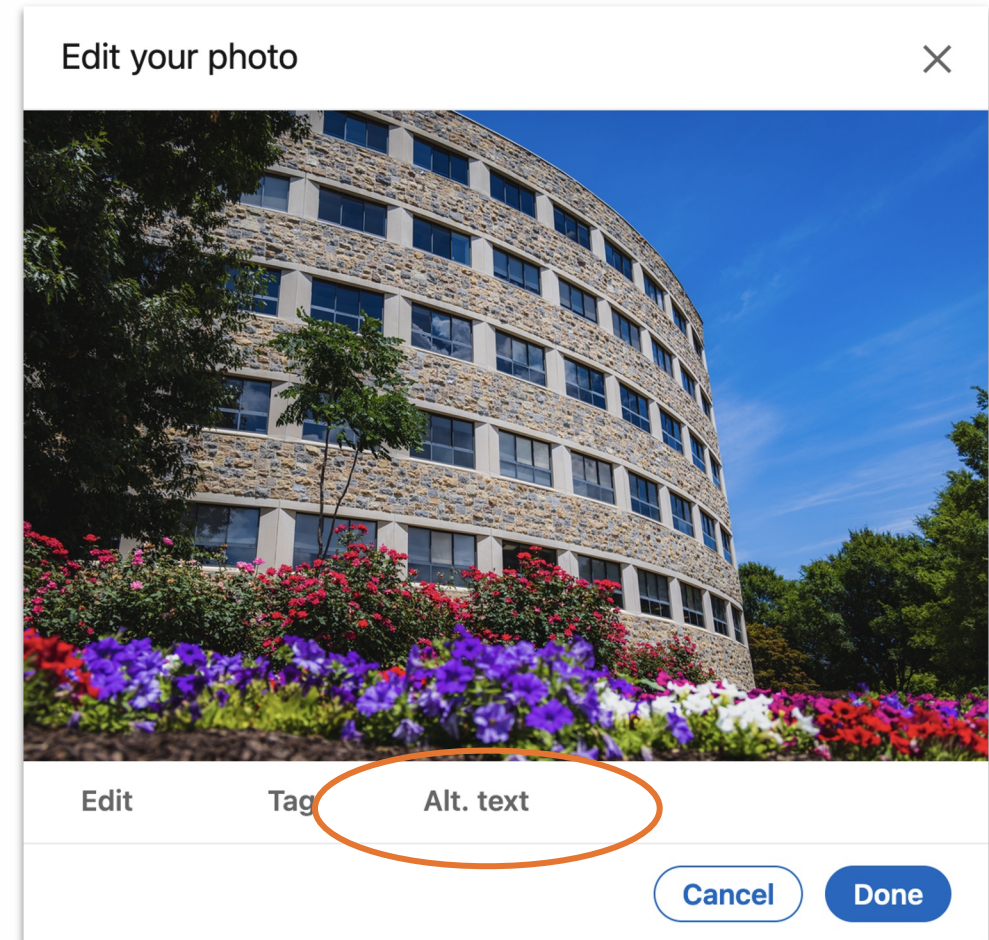
What is alt text?

ALT TEXT: How to use it

Facebook

Linkedin

ALT TEXT: How to write it

- Be objective
- Focus on accuracy, not length
- Avoid writing "image of" or "photo of"
  - If it's an illustration, that can be indicated
- Use names and proper nouns if they are well known and add context
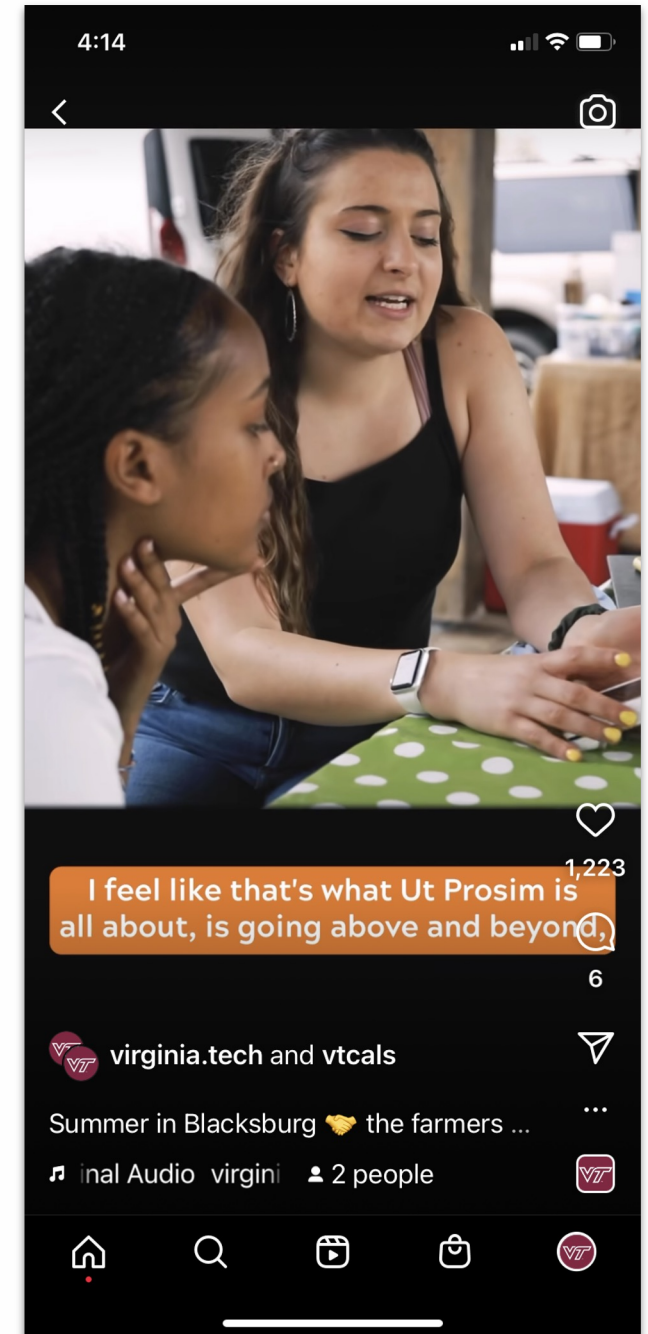- Don't use emojis, links, or hashtags

DON'T: Image of a student waving

**DO:** A graduate smiles and waves in Lane Stadium. In the background, spectators fill the stadium seats.

VIDEO CAPTIONS

- Automatic captioning and .SRT file upload options are supported on Facebook, Instagram, YouTube, Twitter, and LinkedIn.
- Consider sound-off majority.

VIDEO CAPTIONS: How to get and upload captions

- Youtube and Kaltura generate captions.

- Allow captions to generate and edit for clarity and accuracy.

- From here, the .SRT file can be downloaded and used on other social media platforms.
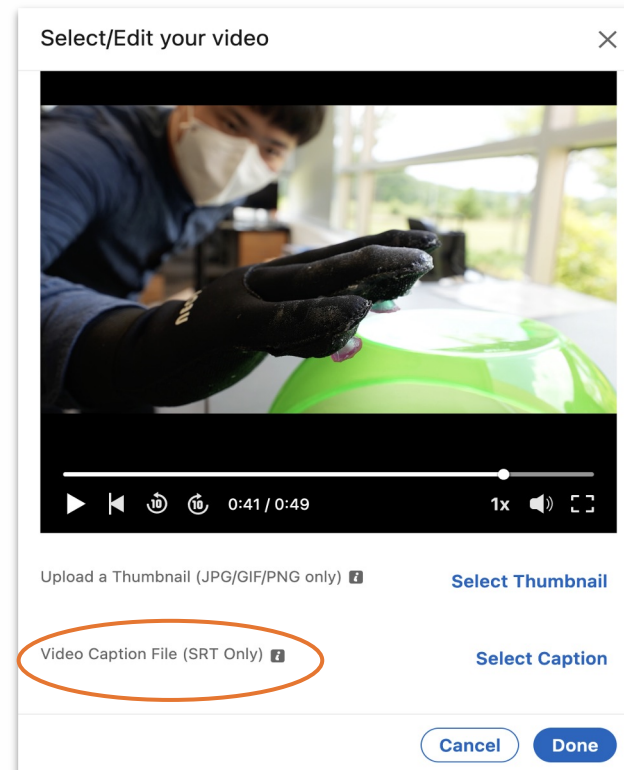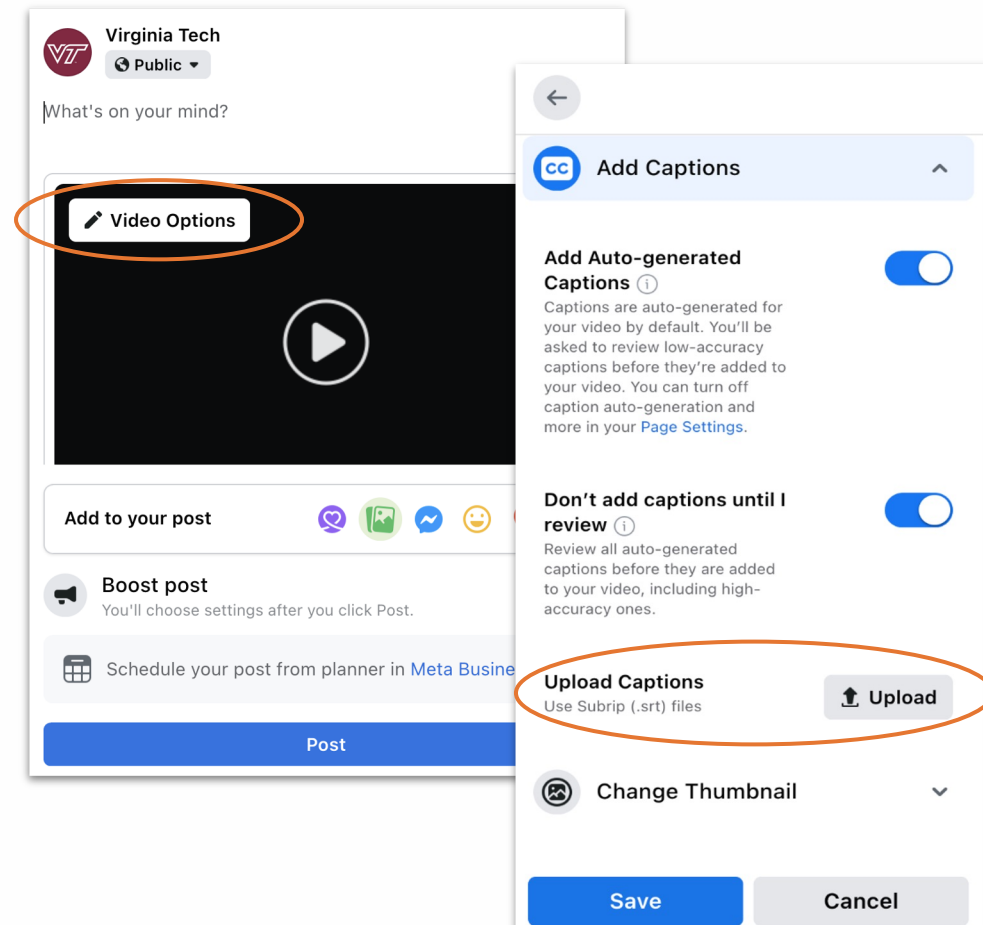
Kaltura
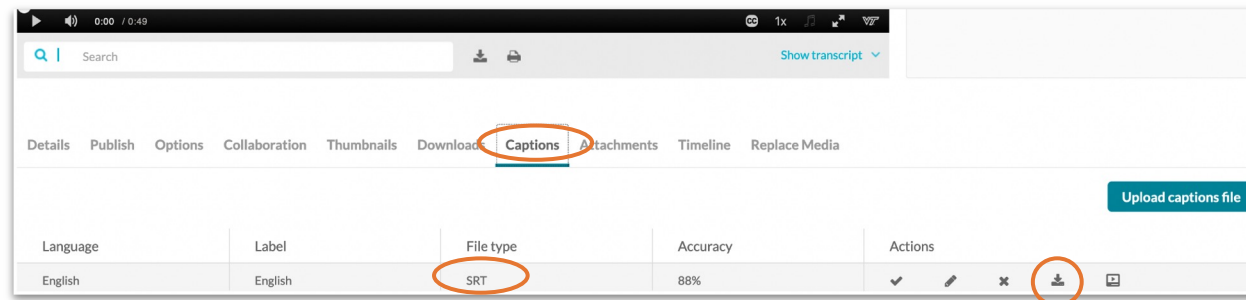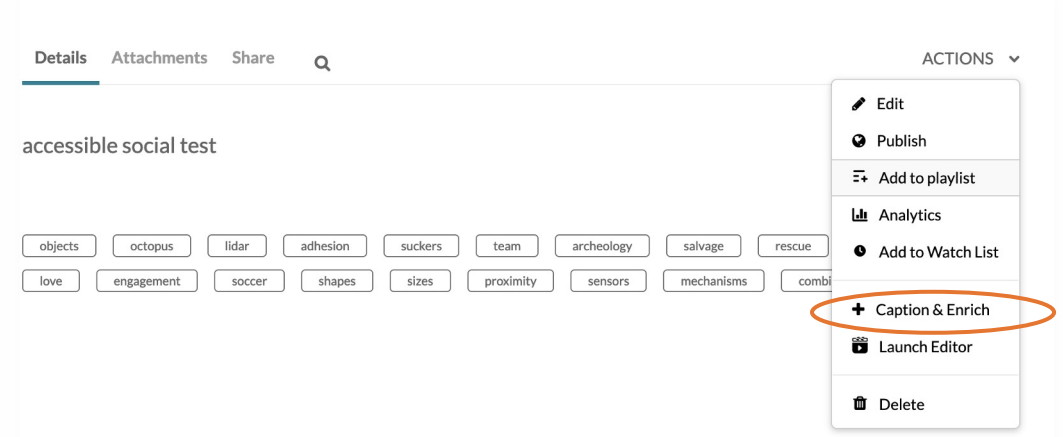
VIDEO CAPTIONS: How to upload an .srt file

Twitter
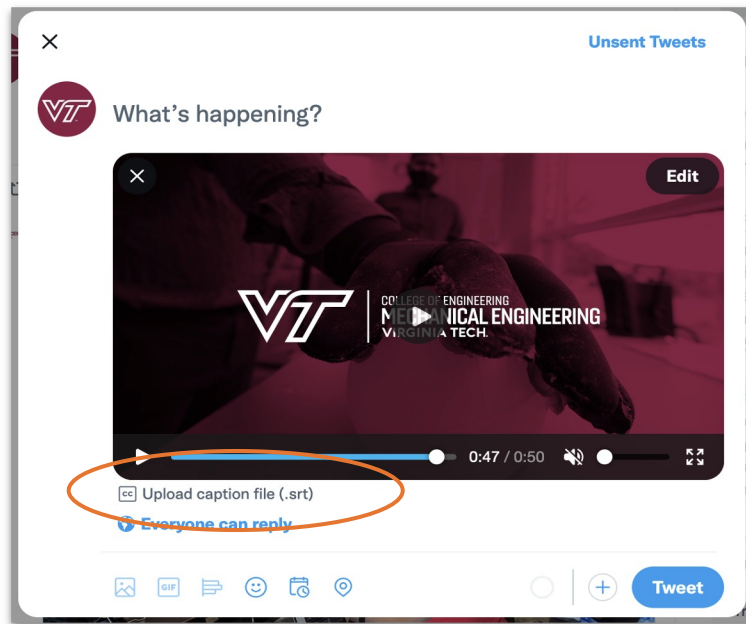
LinkedIn

Facebook

EMOJIS

- Emojis have built-in alt text descriptions that can be read by screen readers.

- Check emojipedia.org for emoji meanings and variations across platforms.

- Don't replace words with emojis

- Use emojis at the end of a sentence to add meaning and context

🦃 **Turkey**

Emoji Meaning

A turkey, a gobbling bird traditionally eaten at Thanksgiving or Christmas. Depicted in full profile facing left, standing on its legs with a dark-brown body, a white-fringed plume, pink or blue head, and its distinctive red snood and wattle.

Also Known As

🦃 Thanksgiving Turkey
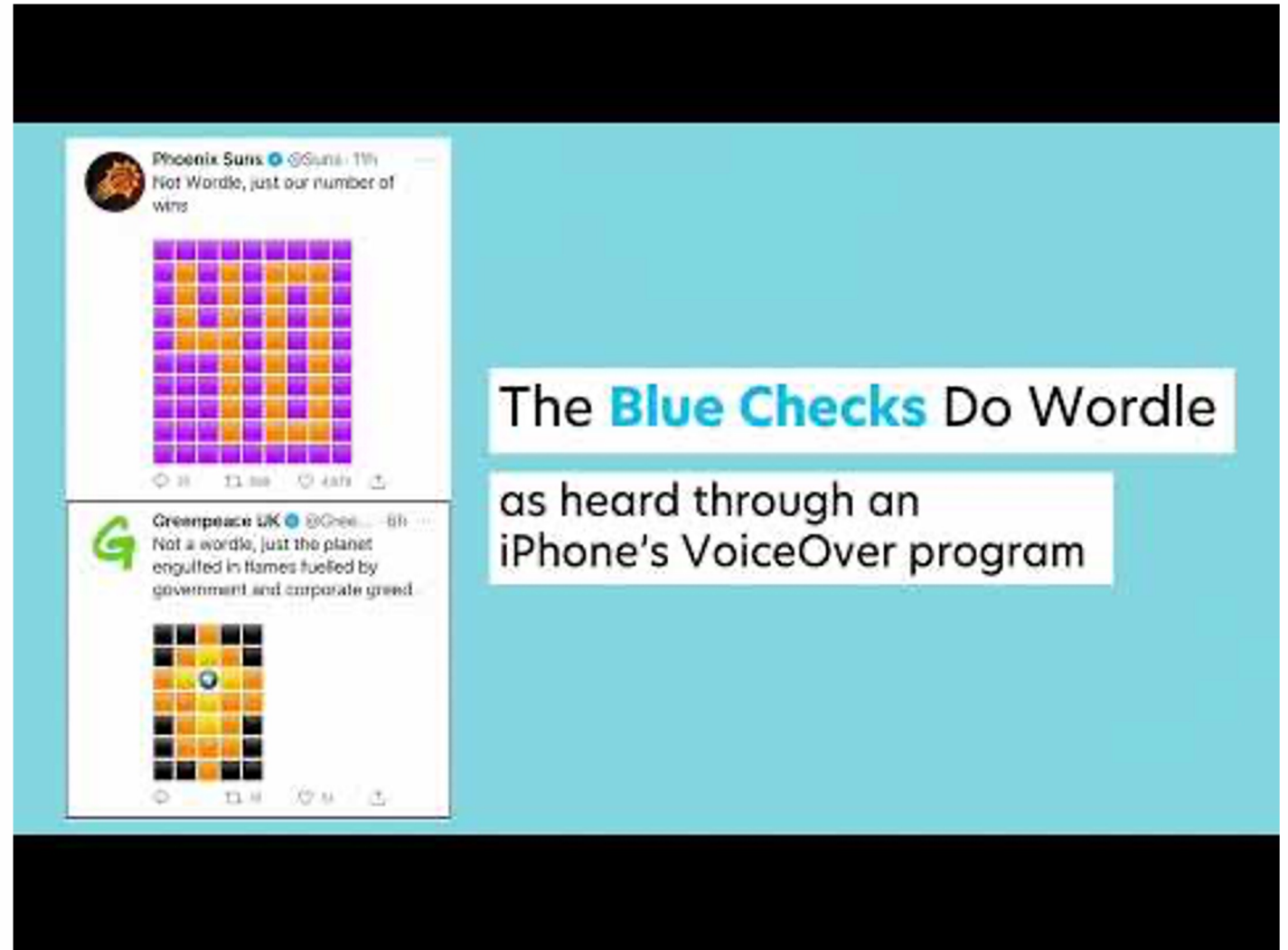🦃 Wild Turkey

Apple

Google Noto Color Emoji

Samsung

EMOJIS

DO: I love Virginia Tech. It's the best school in the world! 🧡🌎

DON'T: I 🧡 Virginia Tech 😍🙌. It's the best 🏫 in the 🌎💯!

"I orange heart Virginia Tech smiling face with heart eyes hands raised in celebration. It's the best school in the globe showing americas hundred points"

The **Blue Checks** Do Wordle

as heard through an iPhone's VoiceOver program

More information at accessible-social.com

HASHTAGS

- Capitalize each word for hashtags #ABitLikeThis when using multiple words together.

- Incorporate brand-related #hashtags into your copy that are relevant to the topic.

- This helps screen-readers pronounce phrases clearly.

DO:

vt_alumni Take us back to #VTReunion 🧡. More than 1,000 alumni and friends left Blacksburg this past weekend with full hearts and lifelong memories. See you next year, #Hokies!

Edited · 5w

DON'T:

PLUS, learn more about our back pain solutions by watching our webinar >> click the link in our bio.

#blacksburg #viral #explorepage #college #virginia #richmond #norfolk #ncaa #virginiabeach #acc #charlottesville #hampton #cfb #roanoke #vtech #lynchburg #virginiatech #hokies #roanokeva #swva #blacksburg

21h

ACCESSIBILITY: COLOR CONTRAST

THIS IS NOT ACCESSIBLE

THIS IS ACCESSIBLE

ACCESSIBILITY: COLOR CONTRAST

Check color contrast at

brand.vt.edu

Contrast ratio: **3.10:1**

Normal text:

| Fail WCAG AA | Fail WCAG AAA |

Large text:

| Pass WCAG AA | Fail WCAG AAA |

Normal text

Normal text

Large text

Large text

Contrast ratio: **9.19:1**

Normal text:

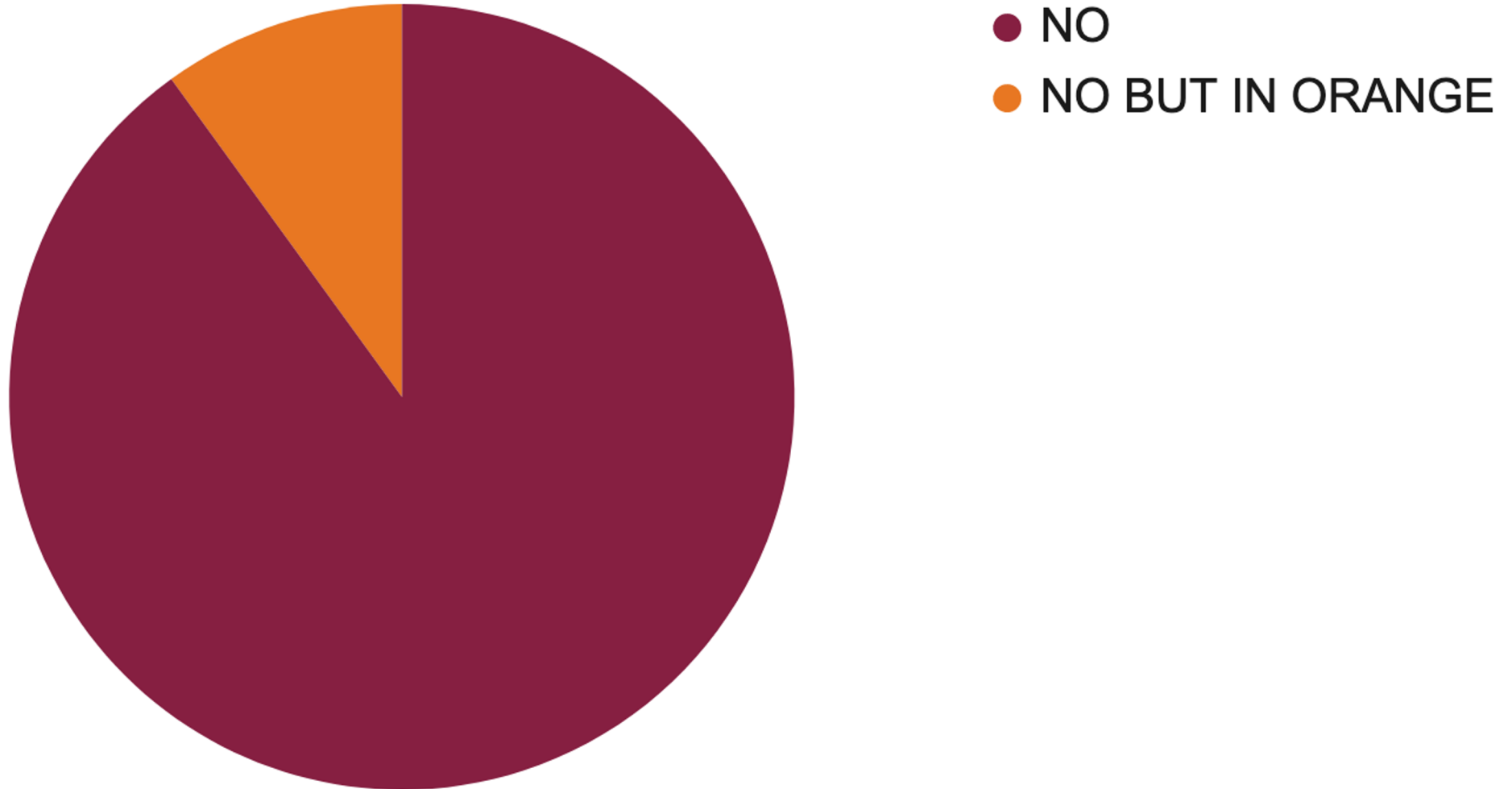| Pass WCAG AA | Pass WCAG AAA |

Large text:

| Pass WCAG AA | Pass WCAG AAA |

Normal text

Normal text

Large text

Large text

SHOULD I POST A FLYER ON SOCIAL MEDIA?

- NO
- NO BUT IN ORANGE

FLYERS BELONG ON A WALL, NOT ON SOCIAL

QUESTIONS?

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