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!
ALT TEXT: How to use it
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.
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
**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”

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
SHOULD I POST A FLYER ON SOCIAL MEDIA?

- NO
- NO BUT IN ORANGE
FLYERS BELONG ON A WALL, NOT ON SOCIAL
QUESTIONS?
SOCIALMEDIA-G@VT.EDU