



Accessible Social Media Checklist

Best Practices

1. Copy & Formatting

- I used hashtags **sparingly** (not too many).
- I formatted multi-word hashtags in **Pascal Case** so they are easier to read (#LikeThisExample).
- I placed hashtags at the **end** of posts when possible.
- On Instagram, I put hashtag groups (“hashtag clouds”) in the **first comment**, not in the caption.
- I did **not** use spaces or tabs to force the text layout.
- I avoided **studly case** (alternating capital letters, like “ThIs LoOkS LiKe ThIs”).
- I wrote my message in **plain, clear language**.
- I used emoji **in moderation**.
- I did **not** use emoji as bullet points.
- I avoided putting emoji **in the middle** of sentences.
- I used **default yellow emoji**, unless a specific skin tone was needed for context.
- I checked emoji meanings on **emojipedia.org** before using them.
- I did **not** use fancy or stylized characters from external sites to change the font.
- I did **not** use ASCII art in my posts.



2. Images & Visuals

- I wrote **alt text** for every image, including GIFs.
- I included any important text that's part of the image ("flattened text") in the alt text or description.
- If the image had a lot of text (like a statement or announcement), I linked to a webpage with the **full readable text** and still added alt text.
- I made sure any graphics had **good color contrast**, so the text is easy to read.

3. Audio & Video

- I added **captions** to every video with dialogue or important sounds.
- I included a link to a **transcript** in the post.
- I described important **visual details** in the video through text or narration when possible.
- For live videos or streams, I provided **live captions** and a **live transcript**.
- I did NOT use flashing, strobe, or rapid movement effects.
- These effects can trigger epilepsy, migraines, vertigo, or motion sensitivity.