

Capitalize the first letter of each word in all hashtags, @'s, and websites (#SocialMediaAccessibility @DigitalPride www.NotARealWebsite.com). This is for people who use screen readers. Without the capitalization, the screen readers read it all as one jumbled word. This also makes hashtags, @'s, and websites much more accessible and easier to read for people with brain injuries, learning disabilities, low vision, and other disabilities.

Add **image/text descriptions and alt text** for attachments, memes, GIFs, etc. Screen readers can't read these types of files so including a description ensures that everyone in your audience is getting the same information. This also helps explain images and symbology. Image descriptions can also help people with low vision understand the image and text if it is too small for them to see. Image/text descriptions also help people with learning disabilities and other disabilities. For examples, go to our [Facebook](#) page.

When sharing GIFs, avoid any that contain **rapid flashing** content that may trigger epileptic seizures in people with photosensitive epilepsy.

Ensure that all videos have **closed captioning and transcripts** for people who are Deaf or Hard of Hearing, and visual learners. Do not censor or reword captions (this has happened, for example, Netflix did this, substituting non-offensive words instead of showing curse words).

If you are using **acronyms and/or initials** in your post, ensure that they are first spelled out so that all readers know what they mean. For example, use Executive Director (ED) first before switching to ED.

Include **content/trigger warnings** - A content warning or trigger warning, is a statement that alerts readers and viewers to possibly distressing materials. The purpose is to give people the choice of proceeding, particularly those who have already survived trauma.

Ensure all content has **colour contrast**. This ensures that people with low vision are able to differentiate the content from the background.

Websites should have **alt text** for all images. These are words or phrases that gives people with screen readers an idea of what is being shown.

Don't use **bright/neon colours** for posts. This will make the post inaccessible to people with sensory issues.

Put **mentions and hashtags** at the end of your tweets. If they are placed in the middle, it can interrupt reading flow and affect readability

Use **emojis** sparingly. For people with low vision, they often can't differentiate what the emoji's expression is. For people with screen readers, the emoji will be read out but if someone puts a row of red hearts in the middle of the post, they have to hear "red heart, red heart, red heart" repeatedly. They may move on instead of continuing with the post.

Avoid idioms. For example, "beat around the bush" or "it's a piece of cake. These can be difficult to understand for people with disabilities and/or people whose primary language is not English or who are from another part of the world.

Avoid walls of texts. Add images or lines, something that breaks up text. You can also use bolding to highlight important points within the text. Walls of text can stop people, such as some with ADHD, because it is simply too much for their minds to handle. If you use bolding, don't get carried away.

EPUBs are more accessible than PDFs for blind or low vision readers. EPUBS function better with screen reading software. **Provide both formats.**

How to Add Image Descriptions to Twitter:

Open Twitter app, tap on your profile picture to open the settings, choose settings and privacy. Under General, choose Accessibility and enable the compose image descriptions option. Once this is done, you can compose your tweet as you normally would and add a photo. At the bottom, there will be an overlay that reads "Add description", click on it. A box will open where you can enter the text of your image description. You have 420 characters (this doesn't affect your tweet

character limit). When done, hit apply, it will take you back to the preview screen.

How to add Alt Text to Instagram:

Upload your photo to Instagram. Edit, use filter, as you want. Tap next. Tap advanced settings at the bottom of the screen. Tap **Alt Text**. Write you alt text in the box and tap Done.