### Social Media Accessibility Toolkit

#### Hashtags
- Put hashtags at the end of the post, not at the beginning
- Use Camel Case: #DisabilityAwarenessWeek not #disabilityawarenessweek

#### Videos
- Provide closed captions on all videos
- Set captions to be enabled by default
- Confirm videos will play on mobile devices
- Provide transcript for video and use high-quality audio

#### Facebook
- Caption all photos and describe links posted
- Avoid acronyms
- Upload videos to YouTube first, then use YouTube link
- Use plain language and the active voice

#### Twitter
- Begin tweet with main content, be as descriptive as possible, place hashtags at the end
- Include a link to relevant websites for full access
- Enable “Image Description” to include alternative text

#### Blogs
- Use alternative text for images and add links to videos
- Use simple template design with few columns
- Avoid using green/blue/yellow close together
- Label links with a descriptions other than “click here”

#### Notes of Caution
- Social media should not be the main messenger. Have the information link back to a source (e.g. website)
- Avoid abbreviations, or expand them first if they must be used
- Be aware of refresh rates of videos and images. Avoid using Graphics Interchange Formats (GIFS)
- Confirm sites you link contain accessible information
- If using memes, caption the photo with a description

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**Be Easy on Yourself with Trial & Error**