Social Media Accessibility

Accessibility is not only something to consider for the web, but social media too. It's important to be mindful of accessibility because we want everyone to be able to access our content and be able to understand our content easily.

In order to do that, we must explore all opportunities to be as accessible as possible. Luckily, most social media platforms have that option when posting.

When posting to social media, it's important to add photos along with text. However, someone who can't see the photo visually will most likely be using a screen-reader to understand what is going on in the photo. This is where you can make the image accessible to all readers. **Remember to be as descriptive as possible.**

When preparing your post text and alt text remember to use best practices such as avoiding ALL CAPS, not being redundant (i.e., the alt should be different than the post text), and not using the phrases "image of…" or "graphic of…" in your alt descriptions. Learn more about accessibility best practices and alt text guidelines by visiting webaim.org

Platforms

Instagram

Once a photo is posted on Instagram, it gives you the option to edit the Alt Text. See below. Learn more about Instagram's accessibility features.
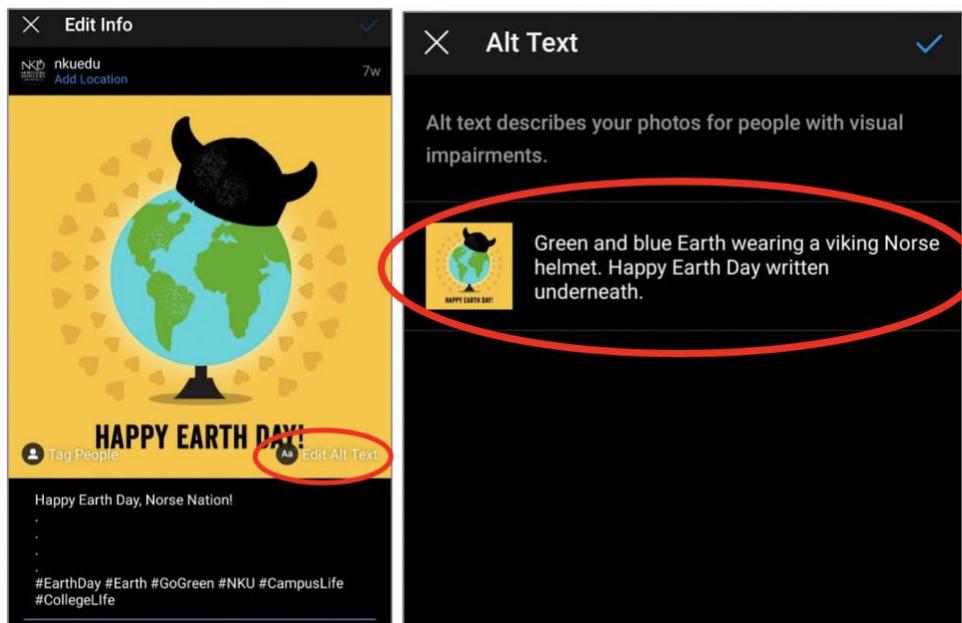
Twitter

For Twitter, you'll need to enable photo descriptions first. Access Settings and Privacy by clicking on your profile picture. Once there, you can check the box for "Compose Image Descriptions." Now that it's enabled, you'll be able to add descriptions for every photo you post. Learn more about Twitter's image accessibility features.
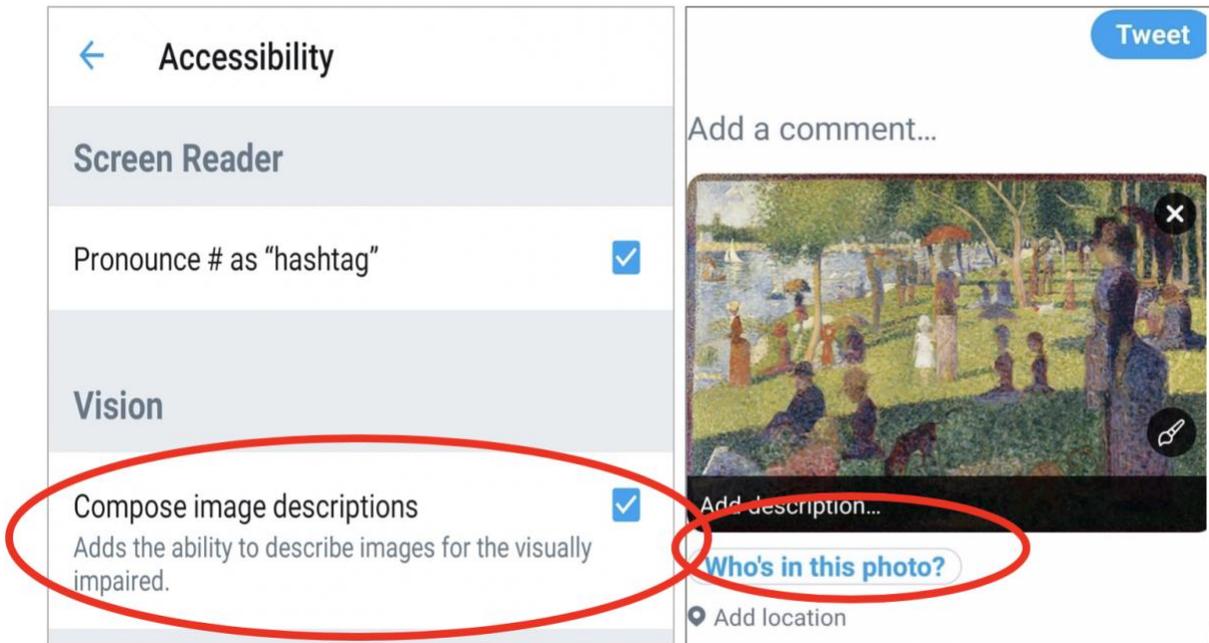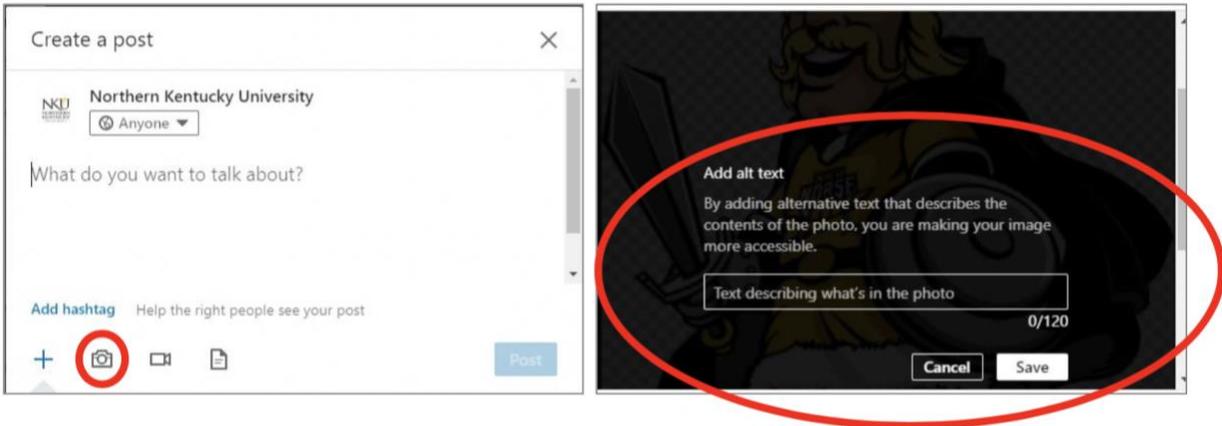

Facebook

Facebook currently provides its own Alt Text, but it's not always entirely accurate. You can go to a photo and override the automatic text. Learn more about accessibility for Facebook.
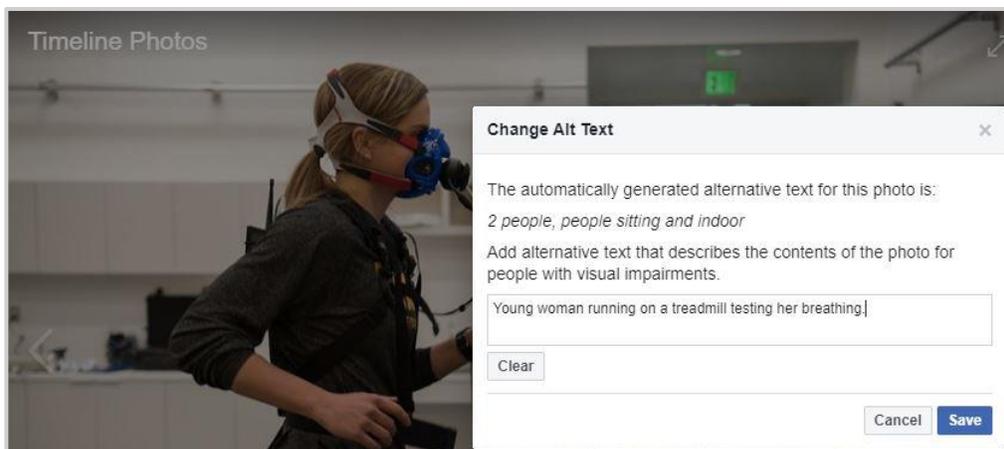
LinkedIn

When posting directly to LinkedIn, the option for Alt Text will be shown at the top right of the image. [Learn more about LinkedIn's accessibility features](#).


Images with Text Embedded

Best practices is to NOT have text embedded on an image. It can be difficult for reading because text can get too small, limiting accessibility tool functionality and decreasing a positive user experience. If your graphic resources are limited to photography with embedded text, you should put as much information in the alt text as possible.

For example, if you're describing an event that has the information listed on the photo below, you can easily add that information in the text box. This will allow the reader to understand the content without having to check the photo for the same information. If there is too much information and the post won't allow it, it's a good idea to be able to link back to a site with more information.

Example Alt Text: Please join us for the Pure Barre Pop-Up: Disney class on Thursday, Jan. 16, 2020, noon to 1 p.m. in Student Union 302. Submit your RSVP, questions, and learn what to bring at http://nku.edu/ihi
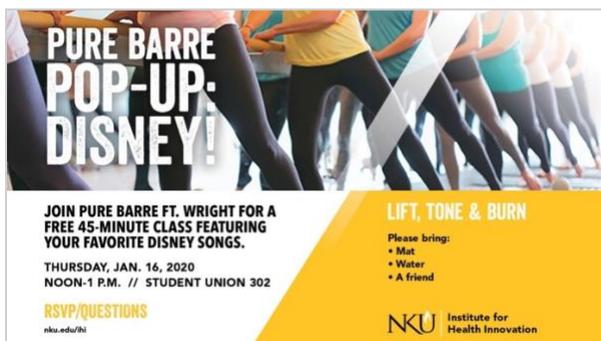
Video

When uploading videos to YouTube, it's important to adjust the closed captioning once the automation has been completed. YouTube's automated closed captioning is decent, but it doesn't always work 100% of the time. It's particularly off on slang phrases, abbreviations, web URLs, names and specifically when someone says NKU. **You must correct the closed captioning before it is pushed out on social media or the web.**

Once YouTube provides the automatic closed captioning, go into the subtitles section from the left navigation in your video's edit console. Learn more about the YouTube's captioning features.
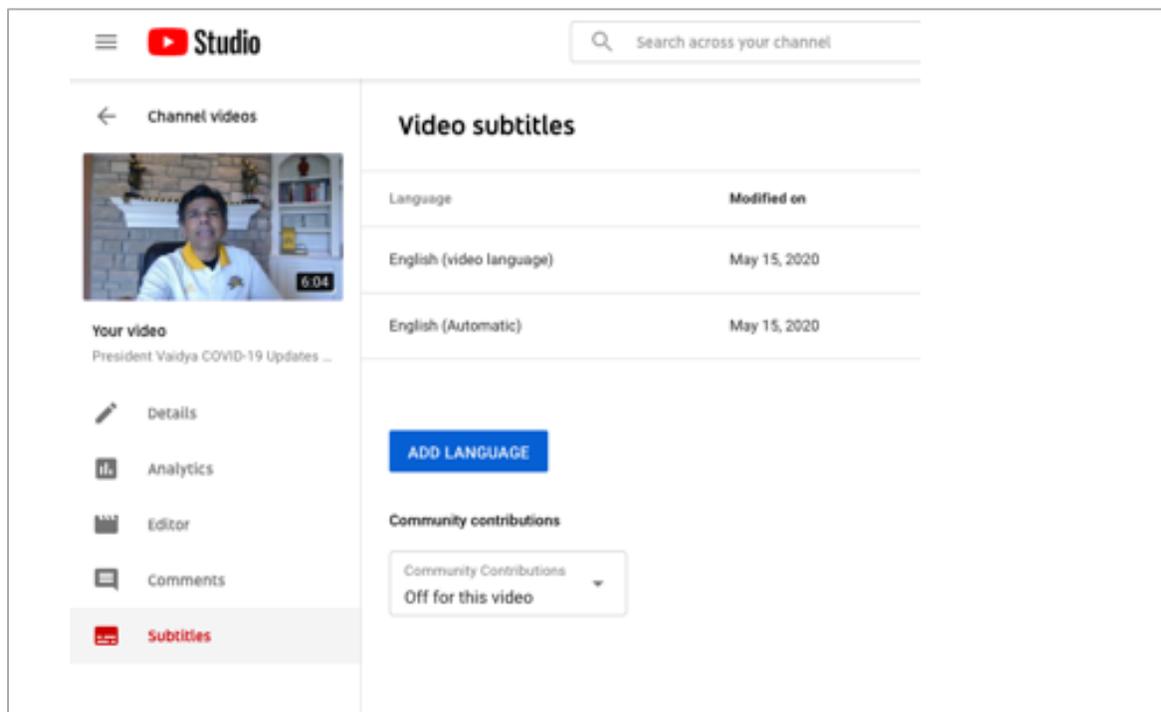
Edit the published automatic transcripts by clicking on the menu next to the automatic file and "Edit on Classic Studio".

This will bring up the prompts to edit the transcription and set timings. Select "publish" throughout the process and when you are done.

Transcribe and set timings: English

Actions ▼

Type subtitle here then press Enter

+

0:02.9 0:07.1	I would describe it for you as
0:07.6 0:14.2	supportive. As cheesy as it sounds, but I would describe and could use supportive
0:14.2 0:18.1	because of my experience with the people of men not even faculty members but like