

SOCIAL MEDIA FOR ALL OF US: MAKING CONTENT ACCESSIBLE AND INCLUSIVE

Hashtags to use when you start doing accessible posts:

#AccessibleSocialMedia and #Accessibility

5 Tips to Make Your Social Media Accessible by Fashioneyesta:

- 1) Add alt text and/or image descriptions
- 2) Capitalize the first letter of each word in hashtag; voiceover pronounces it really weird otherwise! Demonstration:
#InclusiveActivity inclusiveactivity
- 3) Add transcriptions to your videos (YouTube automatically adds it now; make sure it's right) add a script using a tool like Cliptomatic; add captions to Instagram Stories
- 4) Add hyperlinks to your content
- 5) Don't overuse GIFs - not accessible for people who use voiceover

Writing Alt Text:

HubSpot - Image Alt Text: What It Is, How to Write It, and Why It Matters to SEO <https://blog.hubspot.com/marketing/image-alt-text>

Axess Lab - How Does Alt Text Work? <https://axesslab.com/alt-texts/>

University of Minnesota tutorial blog post on accessible social media

<https://accessibility.umn.edu/tutorials/accessible-social-media>

6 ways to make your social media posts accessible for people with a visual impairment - Life of a Blind Girl blog

<https://lifeofablindgirl.com/2018/10/31/6-ways-to-make-your-social-media-posts-accessible-for-people-with-a-visual-impairment/>

Marketing Land article

<https://marketingland.com/how-to-make-your-content-more-accessible-to-the-visually-impaired-255553>

6 Actionable Tips for Accessible Emails:

<https://www.webdesignerdepot.com/2019/04/6-actionable-tips-for-accessible-emails/>

Influencers:

Molly Burke

IG: [@MollyBurkeOfficial](https://www.instagram.com/MollyBurkeOfficial)

Emily Davison

FB: [@FashionEyesta](https://www.facebook.com/FashionEyesta)

IG: [@FashionEyesta2012](https://www.instagram.com/FashionEyesta2012)

Ink Davidson

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Pippa Leigh

IG: [@PippaLeigh13](https://www.instagram.com/PippaLeigh13)

The Disability Collective

IG: [@TheDisabilityCollective](https://www.instagram.com/TheDisabilityCollective)

Twitter example:

Braille Works World Braille Day tweet with image description

<https://twitter.com/BrailleWorks/status/1081188538350215169>

Clips with descriptive video:

Disability Vote Coalition: <http://www.disabilityvote.org/videos>

Star Wars: <https://www.youtube.com/watch?v=qeL1H2ILiNM>

Lion King (dramatic! 2:22):

<https://www.youtube.com/watch?v=jT5AsjzgIC4&feature=youtu.be>

The Hunger Games (dramatic! 0:56)

<https://www.youtube.com/watch?v=B8BD9txkGL4>

Frozen trailer (funny! 1:31):

https://www.youtube.com/watch?v=O7j4_aP8dWA

Microsoft apps (business/ad example of integrated description 1:17)

<https://www.youtube.com/watch?v=v79wg45-ys>

Example of an inaccessible video on YouTube:

IKEA hacks <https://m.youtube.com/watch?v=OqfJGOuX1Jk>