**General Guidelines for Making Social Media Posts Accessible**

As we frequently post information about College events etc., to multiple social media platforms, it is important that we make the information accessible. The following information should be kept in mind when creating posts on any application:

**1) Post your content first.**

Use plain text language, conversational, short and simple, and to the point. Don't use acronyms without first spelling out the name. For example, write the National Basketball Association, or N.B.A., not NBA. As you can see, it is also helpful to put a period between the letters as this helps people who use screen reading technology understand the information. If you write N.B.A., the letters will be read individually. If you write NBA, the screen reader user will hear nnnnn bah. Don't use emoji within the content as they will likely be read as numbers. If you want to use emoji, use them at the end of your content, before any hashtags you may provide.

**2) Post any hashtags you wish to use second.**

Make sure to use camel case if hashtags had more than one word. Camel case requires that there are no spaces between the words and that the first letter of each word is captialized. Two hashtags are generally the rule with Facebook or twitter, but more can be used with Instragram and other applications.

**3) Provide links last.**

Make sure to use a link shortener, like Bitly, to shorten links prior to providing them.

**4) Provide alt text for images.**

Describe images and graphics to those that may not be able to access them without this description - do not simply provide an image or graphic, such as a event graphic with all information embedded in the graphic. Information and text embedded in images or graphics cannot be accessed by screen reader users and will become distorted if a user has to enlarge the image. Alt text should be about 100 characters long. If you have a more complicated image or graphic and cannot provide adequate alt text, provide a description of the image/graphic or information conveyed by the image/graphic in your content.