

## Social Media Accessibility

Web accessibility is an inclusive practice that removes barriers that prevent people with disabilities from engaging and navigating interactions on social media. Social media platforms such as YouTube, Twitter, Instagram, LinkedIn and Facebook bring people together, sharing information, building community, and engaging in social and political practices.

Here are some guidelines to increase accessibility to your social media page by adding photo caption and descriptive texts.

### Making photos or images accessible

#### 1. Adding photo captions

A **photo caption** is a brief explanation, or description that describes an illustration or an image. Photo caption is useful for people with vision loss who use screen readers. It allows them to identify or describe the image. Provided below are two examples of a photo caption that are inaccurate and accurate.

A

A photo caption that is not accessible



Here! Classes start soon!

B

A photo caption is accessible



I am at Humber College where I can begin my leadership journey.

#### 2. Adding an automatic alternative (ALT) text

Facebook's **automatic alternative text** (AAT) is a voiceover feature that reads descriptions of photos audibly with a screen reader.

- Provide alternative texts for photos that are uploaded
- Provide photo captions or descriptions for shared photos or videos

For more instructions on how to use Automatic Alternative Text on your mobile devices on Facebook, please visit,

[Facebook Mobile Help: How does automatic alt text work?](#)

### 3. Adding a descriptive text

When posting a photo on your social media pages, avoid using acronyms or smiling symbols when you are adding a descriptive text to describe a photo. If you must use an acronym, it is best to define it the first time you mention it.

Using descriptive texts while you are sharing the photo on social media, allows people with vision loss or people who use screen readers to know the image or photo have shared.

Provided below are two examples of a photo caption that are inaccurate and accurate.

A  
A photo caption that is not accessible



Please try our amazing drink!

B  
A photo caption is accessible



Try our amazing drink!  
Sparkling, cherry drink.  
Including a slice of lemon,  
cherries and a mint leaf.

### References

1. Twitter makes images more accessible for visually impaired people. DisabledGo News and Blog. (2016, March 30). Retrieved December 18, 2017, from <https://www.disabledgo.com/blog/2016/03/twitter-makes-images-more-accessible-for-visually-impaired-people/>
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3. Newton, C. (2016, April 05). Facebook begins using artificial intelligence to describe photos to blind users. Retrieved December 18, 2017, from <http://www.theverge.com/2016/4/5/11364914/facebook-automatic-alt-tags-blind-visually-impaired>