

# VisAbility

## Social Media Accessibility Checklist

The accessible checklist below outlines key elements that should be considered when creating accessible social media content.

### Images

- Images have a description or "alt text".
- Keep the description simple, concise and short.
- Only describe what you see.
- Always end your sentence with a full stop.

### Colour and Contrast

- High colour contrast between text and background.
- Information is not solely conveyed through colour.

### Emojis

- Use Emojis sparingly as emojis are read aloud by screen readers.
- Use emojis at the end of the sentence.

### Hashtags

- Capitalise the first letter of each word for multi-word hashtags, also known as Camel Case. For example, #InclusiveDesign #MakeAccessibleContent.

## Video and Audio content

### Video

- Add captions for your videos, including dialogues, sound effects and music
- Review and edit your captions if automatic captions have been generated to ensure accuracy.
- Add an Audio Description that describes important visual content, such as scenes, settings, actions, and costumes.
- Provide a video transcript of the Captions and Audio Description.

### Audio

- Provide an audio transcript that captures all the spoken audio for audio-only content like a podcast.

Please reach out to VisAbility at [accessible@visability.com.au](mailto:accessible@visability.com.au) for further information regarding our social media accessibility workshop.

**VisAbility: [www.visability.com.au](http://www.visability.com.au)**