

# How to Create Accessible Social Media Posts

Digital does not automatically mean accessible. Accessibility is foundational to Universal Design for Learning (UDL). Before you publish, check whether your post gives people access to the same information, interactions, and opportunities in a timely manner.

## Use plain language

Choose everyday words and short sentences to make your message easier for everyone to understand. When using acronyms, spell them out the first time they appear so readers know what they mean. Avoid jargon, abbreviations, and overly academic language that may create barriers for your audience. Clear, concise writing helps more people engage with your content and understand your message quickly.

### Ask yourself:

- Would someone unfamiliar with this topic understand my message the first time they read it?
- Have I used any acronyms, jargon, or specialized terms that could be replaced with simpler, more familiar language?

## Write CamelCase hashtags

Capitalize the first letter of each word in multi-word hashtags to make them easier to read and understand. CamelCase helps all readers quickly distinguish individual words and supports screen readers in correctly identifying and pronouncing each word within a hashtag. For example, use #AccessForAll instead of #accessforall. This small change can make your content more accessible and inclusive for a wider audience.

### Ask yourself:

- Would someone encountering this hashtag for the first time be able to easily read and understand it?
- Have I capitalized each word in my hashtag so screen readers can accurately identify and pronounce it?

## Describe images

Add alternative text (alt text) so people using screen readers can access the information conveyed in the image. Focus on describing the details that are necessary to understand the post rather than every visual element. If you are sharing an animated GIF or using a platform that does not support image descriptions, include a brief description in brackets within the body of the post. Thoughtful image descriptions help ensure that everyone can access the full message and context of your content.

### Ask yourself:

- If someone could not see this image, would they still understand the key message of my post from the description provided?
- Have I included the most important details needed to understand the image without overwhelming readers with unnecessary information?

## Share accessible media

Accessible media helps ensure that everyone can access and interact with the information you share. Add captions to videos and provide transcripts for audio content whenever available to support access and understanding. If important visual information is not described through narration, include audio descriptions so people who are blind or have low vision can fully engage with the content. When sharing videos, GIFs, or memes, avoid flashing content that could cause seizures or create barriers for viewers.

### Ask yourself:

- Can someone access the full message of this media if they cannot see it, hear it, or both?
- Have I provided captions, transcripts, or audio descriptions so all viewers can understand the content and context being shared?

## Make links meaningful

Use descriptive link text or a readable shortened URL so people understand where a link will take them before selecting it. When using a link shortener, customize the back half of the URL with real words instead of random characters. This makes links easier to interpret when read aloud by a screen reader and helps users feel more confident about the destination. Placing links at the end of a post can also improve readability by allowing people to focus on the message before navigating to additional information.

### Ask yourself:

- Would someone know where this link leads without having to click on it?
- Is my link text or shortened URL clear, descriptive, and easy for both readers and screen reader users to understand?

## Use emojis with care

Emojis can add personality, emphasize key points, and help readers quickly scan content. However, using too many emojis or repeating them multiple times can make posts difficult to understand, especially for people using screen readers. Screen readers announce each emoji individually, which can interrupt the flow of the content and create a frustrating listening experience. Using emojis thoughtfully and sparingly helps maintain clarity while still supporting engagement and expression.

### Ask yourself:

- Do the emojis add meaning to the post, or are they distracting from the message?
- Would someone using a screen reader be able to navigate and understand this post without being overwhelmed by the number of emojis?

## Before you post, ask:

- Is the message clear?
- Are hashtags readable?
- Are images and media described?
- Can people access audio and visual information?
- Are links and emojis easy to navigate?



## Resources to go Further with Accessibility

You can find a web version of these tips at [bit.ly/cast-tips-social](https://bit.ly/cast-tips-social) plus more resources, including:

- [Designing for Accessibility with POUR](#)
- [How to Create Accessible Video](#)
- [How does my organization comply with Updated Title II ADA Requirements?](#)

