The Accessible Social Checklist
WWW.ACCESSIBLE-SOCIAL.COM

Use the Accessible Social Checklist to double-check your social media content before publishing it online. Please note that this checklist is not meant to be exhaustive or a fix-all for your content. It will remind you to include accessible best practices in your social media strategy and help you develop good content creation habits. Before you know it, they'll become a natural part of your process and you'll no longer need the checklist!

To learn more about accessible best practices for social media content and digital communications, please visit **www.accessible-social.com**.

COPY AND FORMATTING

- [ ] I used hashtags in moderation.
- [ ] I put multi-word hashtags in Camel Case.
- [ ] I placed hashtags at the end of posts and tweets when possible.
- [ ] I placed any hashtag clouds in the first comment of my Instagram posts instead of the caption area.
- [ ] I didn't use tabs or spaces to manipulate the formatting of my written content.
- [ ] I avoided using studly case in my copy.
- [ ] I did my best to write in plain language, keeping my copy clear and concise.
- [ ] I used emoji in moderation.
- [ ] I didn't use emoji as bullet points.
- [ ] I avoided putting emoji in the middle of written copy.
- [ ] I stuck to the default yellow emoji unless a custom skin tone was necessary for context.
- [ ] I double-checked all emoji descriptions on **emojipedia.org** before using them.
- [ ] I didn't use any alternative characters from external websites to make my type appear in different weights, styles, or fonts.
- [ ] I didn't use ASCII Art in any of my posts.

IMAGES AND VISUALS

- [ ] I wrote appropriate alt text for all of my images, including GIFs.
- [ ] I made sure to include any flattened copy from my images in the alt text.
- [ ] If an image had excessive flattened copy on it like an official statement or organizational update, I linked out from the post or tweet to a webpage where the full statement was available as readable text and also added the appropriate alt text to the image.
- [ ] Any graphics I used in my content had suitable contrast applied to the colors to ensure that the copy was legible.

AUDIO AND VIDEO

- [ ] I captioned all videos that contained dialogue and/or informative audio.
- [ ] I provided a description of the visual elements of my videos either through copy or audio when possible.
- [ ] I made live captioning available for any live videos or streams.
- [ ] I avoided using flashing lights or strobe effects in my videos.
- [ ] I made a transcript available for any audio-only content.

The Accessible Social Checklist

ACCESSIBILITY: the practice of creating products, spaces, and/or content that is usable by people with the widest possible range of abilities, operating within the widest possible range of situations. Accessibility focuses on enabling access for people with disabilities or enabling access through the use of assistive technology. Accessibility is sometimes stylized as the number-based word a11y.

ALTERNATIVE CHARACTERS: Unicode characters copied from external websites that are different from a platform's default font and formatting options.

ALTERNATIVE TEXT: meta description that an assistive device or program uses to accurately describe a digital image to blind and low-vision users. Commonly referred to as "alt text" or "image description".

ASCII ART: form of digital design that uses numbers, letters, punctuation marks, and other characters to create illustrative memes. Pronounced ass-kee.

AUDIO DESCRIPTION: form of narration used to provide information surrounding key visual elements in media such as a film, television show, or theatrical performance to make the content accessible for blind and low-vision consumers.

CAMEL CASE: practice of capitalizing the first letter of each word in multi-word hashtags so that assistive devices and programs say the hashtag correctly and not as one amalgamated word. It is sometimes stylized as "camelCase" or "CamelCase" depending on the use scenario.

CLOSED CAPTIONING: process of displaying text on a video to provide interpretive information about the dialogue or other audio heard in the video. Closed captions can be toggled on and off based on the preferences of the viewer.

EMOJI: pictograms, logograms, ideograms, and smiley faces used in electronic messages and web pages. An emoji's primary function is to fill in emotional cues otherwise missing from typed conversation.

FLATTENED COPY: text on digital assets like JPEG, PNG, GIF, and occasionally PDF files that has been turned into an object upon the file being exported from its program of creation. It is no longer recognizable as readable text by an assistive device or program. Flattened copy cannot be selected by a cursor.

OPEN CAPTIONS: captions that have been embedded into a video during post-production and are always visible. They cannot be turned off. Open captions are typically used when closed captioning is not an option or if the producer wants more creative control over the look and feel of the captions.

STUDLY CASE: mixed case with no semantic or syntactic significance to the use of the capitals. Sometimes only vowels are upper case, at other times upper and lower case are alternated, but often it is simply random. Often used by internet users to convey mocking sarcasm. Also known as "varied case" or "SpongeBob case" after the popular Mocking SpongeBob meme.

SUBTITLES: language-specific captions intended for viewers who do not understand and/or speak the language being spoken in the media. Subtitles can be closed or open depending on the production of the video.

TRANSCRIPT: text version of the speech and/or non-spoken audio information. Descriptive transcripts also include text description of the visual information needed to understand the content.

UNICODE: information technology standard for the consistent encoding, representation, and handling of text expressed in most writing systems. The standard, which is maintained by the Unicode Consortium, defines 143,859 characters covering 154 modern and historic scripts, as well as symbols, emoji, and non-visual control and formatting codes.

WRITTEN DESCRIPTION: text that provides info surrounding key visual elements in media—such as a film, television show, or theatrical performance—to make the content accessible for blind and low vision consumers. Similar to an audio description, but in written form.