Partnership for People with Disabilities
Linking people. Changing lives.

ACCESSIBLE SOCIAL MEDIA
TIPS AND TRICKS

GRAPHICS

When creating a graphic, please keep in mind that you cannot post a PDF file on social media, therefore, it's IMPOSSIBLE to post a graphic that has a live link. For this reason, we encourage you to add a QR code AND TinyURL's (see below). Why? Because a TinyURL is easier for screen readers and the QR code adds a level of convenience.

Scan me

COLOR CONTRAST

For people with low vision, color contrast is key. Tone on tone makes it more difficult to see. Deeply saturated colors contrasted with white or white contrasted with deeply saturated colors makes it easier for everyone to see. Example, this document.

READABLE FONTS

Please use Sans Serif fonts on your graphics. Improve readability for individuals with low vision and/or other types of print disabilities (ex, Dyslexia). Recommended Size: At least 12/16 points. Examples: Arial, Verdana, Calibri. Serif fonts have small lines attached to the letters.

Serif
Abc
Sans-Serif
Abc

CAMEL OR PASCAL CASE

camelCase

When posting hashtags, please use camel or pascal case, where first letters are capitalized. Why? This helps make them more readable on screen readers. EXAMPLES:
Camel #connectForSuccess
Pascal #ConnectForSuccess

TinyURL

When listing websites, please use TinyURL. It's free and does not require a login or subscription. When typing in the "Alias" please make sure to use camel, pascal, snake or kebab case. Examples below.
TIP: TinyURL also generates QR codes! How? After keying in your Alias and a TinyURL is generated, click on this icon to generate a QR code.

TinyURL.com

EXAMPLES

camelCase
PascalCase
snake_case
kebab-case

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ACCESSIBLE SOCIAL MEDIA
BLIND SPECIFIC TIPS

POSTING TIPS

When posting a graphic, we recommend that you copy/paste every word that's on the graphic into the body of the post, including the TinyURL. Why? This makes it accessible for sceeen readers. NOTE: Some flyers are scattered and inconvenient to copy/paste. Full accessibility makes it is worth the effort.

ALT TEXT

Please use the "alt text" feature to add image descriptions to photos/graphics. FACEBOOK: Go to photos, click the image, click the three dots on upper right side, click Alt Text. INSTAGRAM: Click on the image, click three dots, click Edit, scroll up to the image, click Edit Alt Text.

ALT TEXT TIPS

In "posting tips" above, we recommend that you post every word that is in your graphic into the body of the post. Keep descriptions relevant and simple for the alt text area when describing graphics or images. Example for this graphic: White text on orange and blue backgrounds.

EMOJIS

Did you know that each emoji has a description associated with it which is read by screen readers? For this reason, it's best not to repeat several of the same emojis in a row. Example: 1 rolling eyes emoji is enough, no need for three in a row.

EMOTICONS

An emoticon is a sequence of keyboard characters representing a facial expression or picture or symbol. For example, :). Screen readers will not interpret emoticons, instead they will try to process them literally (e.g., "parenthesis, colon").

GIFs & STICKERS

If used, please add a description. Why? They are not accessible for screen readers nor is there the ability to add alt text for the average user. NOTE: Avoid GIFs that flash more than three times per second. Why? Flashing can be dangerous for people with epilepsy.