



Partnership for People  
with Disabilities  
Linking people. Changing lives.

# ACCESSIBLE VIDEOS AND REELS SOCIAL MEDIA

## THINK PODCAST

A podcast host has to describe what is happening. Example, "I'm holding a mug that says 'Best Boss.'" In the same way, start to consider doing this when recording a video/reel. If there's not enough time (since reel's have 90 second time limit) then add the description in Meta after uploading (see below).



## AUDIO DESCRIPTION (AD)

AD provides a verbal account of what's visually relevant on screen, including actions, characters, settings, and scene changes, during natural pauses in the dialogue or audio. AD can be included during recording (much like a podcast) or can be a separate audio track allowing viewers to have access to both the visual and audio information.

## AUDIO DESCRIPTION META

**FACEBOOK:** Upload video, click EDIT, click AUDIO (music icon 🎵), for videos click ADD VOICEOVER, for reels click CONTROLS, record your own voice describing visuals.

**INSTAGRAM:** Upload video, click NEXT, scroll to the microphone icon 🎤, click TAP and record your own voice describing visuals.



## CLOSE CAPTIONING

Please put the captioning in the middle of the video/reel. If the captions are in the lower third of the screen, they will be covered up by Meta visuals. TIP: Both Instagram and Facebook have an excellent CC tool. Rather than captioning it yourself, use Meta. Be sure to review and edit Meta mistakes before final upload.

## TRANSCRIPTS & AUTOPLAY

Transcripts support people who process text better than audio or video. You can copy/paste the closed captions into the COMMENTS section of a post. Be sure to add the visual descriptions to the transcript as well. TIP: Autoplay can be distracting to some viewers. If posting on Youtube/Meta, please turn off in SETTINGS.



## ASL & CANVA VOICEOVER

Within Canva, there are over 800 voice options in 100+ languages. This feature comes with Canva Pro. Rather than just relying on CC, also add voiceover to your videos/reels. This allows people to see and hear your message. TIP: Consider an ASL interpreter as well.