Quick Tips: Social Media Best Practices

- **Use image descriptions**: Text captions for images
  - Separate from the rest of the text with symbols ({}, [], **, (), etc.) in order to announce their presence to screen readers
  - Alternate text can be enabled in some social media platforms
  - Avoid duplication: Some comments make alternate text unnecessary

- **Disable automatically-playing GIF files**: Some fast-playing GIFS can induce seizures
  - Under the same accessibility settings where alternate text is enabled

- **Write the word [LINK] before linking to another website**: May assist someone with a screen-reader in skipping the reading of a long link if they are uninterested in it

- **Capitalize the first letter in each word of a hashtag**: Makes the hashtag easier to read for someone with a visual disability or a learning disability
  - Additionally, some screen-readers can detect individual words in a hashtag if the first letter is capitalized

- **If you cannot find a gif with alternate text, consider saving it as a still image file or writing a description of the gif**
  - Example One: “FYI: If you try to shake my hand during flu season, I may Lysol you.”
    [gif: Sheldon Cooper of Big Bang Theory sprays everything with Lysol.]
  - Example Two: “If you feel you may be having an anxiety attack then it might be a good time to do a breathing exercise just to slow it down a bit.
    [gif showing shapes expanding for 5 seconds with the text Breathe In followed by shapes collapsing for 5 seconds with the text Breathe Out]