



Accessibility for Social Media Guidelines

Describing Images in General

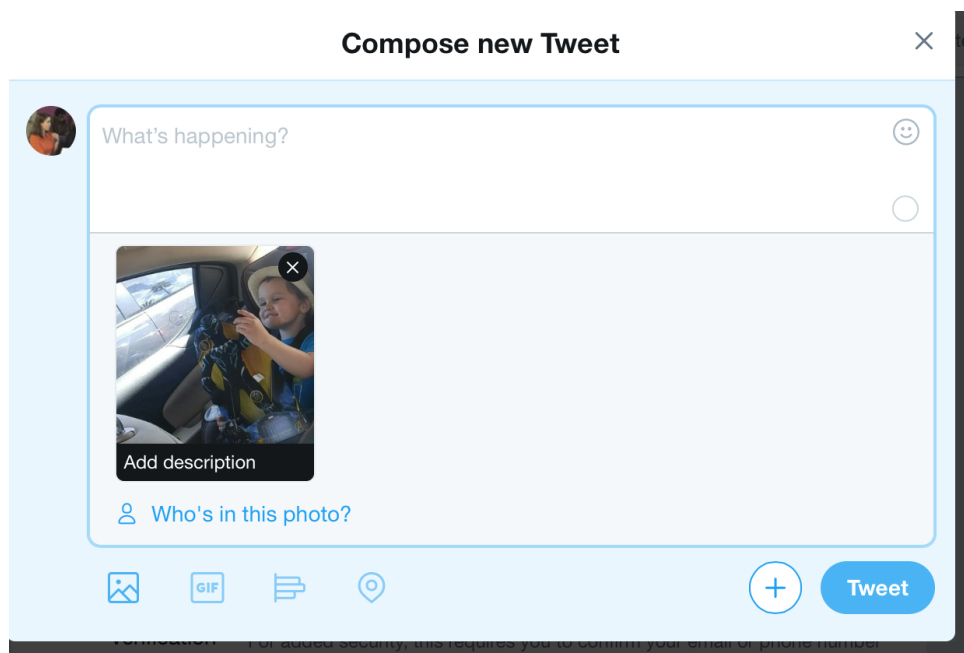
- You need to think about the where, who, and what. Sometimes you need to say the why.
- What are people doing in this photo? Why are they doing that? Who is in the photo? Where are they (Inside/Outside/Meeting Room)?
- If a photo focuses on one or two individuals, describe them in more details than you would for a group. Such as "A close-up of two women smiling at the camera, one wears a blue shirt the other wears a red jacket. They are standing outside the United Nations globe statue."

Best Practices for Twitter

- Add an image description (see instructions below how to enable this feature)
- When you tweet a hyperlink, indicate whether it leads to [AUDIO], [PIC], or [VIDEO]
- Use a URL shortener (Z Link or another) to minimize the number of characters in the hyperlink
- Put mentions and hashtags at the end of your tweets
- Capitalize the first letter of each word in a hashtag, (which is called camelbacking; the difference between #screenreaderdemo and #ScreenReaderDemo)Twitter

How to Enable Image Descriptions in Twitter:

- Go into your settings and turn on alternative text for images
- When you upload a photo, you can then click the photo to enter a description



Best Practices for Facebook

- Unlike Twitter, Facebook does not have good accessibility features. There is an automatic generation that will describe images, but it is not accurate.
- Best to manually describe images
- Include descriptive text when you post a photo or include an image description underneath your post
- Avoid using acronyms in your posts
- If you share a link or video, note that. For example, “Human Rights Watch released a story about shackling in Indonesia. Visit the below link to see the video.” Or “International Disability Alliance announced a compilation of UN Monitoring resources. Visit their website at the link below to read the compilation.”

Facebook Post Example:



Not accessible – “Thank you to all the DRF staff for a great meeting!”

Accessible – “Thank you to all the DRF staff for a great meeting! Image description – DRF staff stand in a large group circle with their arms on each other’s shoulders.”