

Social Media and Website Content Accessibility Checklist

✓	Item
Alternative text	
	Is there descriptive alternative text for all images in your social media and website content (except for emojis or decorative images)?
	If your organization uses Twitter, have you turned on alt text reminders?
	Is alt text scheduled with posts in your social media scheduler?
Images and video	
	Have you written image and video descriptions?
	Does all video content include captions? (remember to avoid kinetic captions)
	Is there enough contrast between colours? (check https://contrast-ratio.com/ and https://www.whocanuse.com/)
Fonts	
	Are fonts legible, and in a sans-serif font for readability?
	Text size – keep fonts at least 12 pt, ideally 16 pt
	Avoid using text in images on the web and in social media
	Avoid using fancy fonts in social media posts
Writing and language	
	Use plain language principles: simple words, short sentences, active voice, reduce jargon: https://hemingwayapp.com/
	Check the reading level: https://charactercalculator.com/flesch-reading-ease/
	Use inclusive language – avoid expressions that diminish people’s abilities
	Avoid short forms like DYK, IYKYK, FWIW, FYI, ICYMI and others

Emojis	
	Check Emojipedia descriptions to understand how emojis are used
	Use 1 or 2 emojis at the end of sentences
	Avoid emoticons and ascii art
	Don't use emojis to replace words
	Avoid using emojis between words
Hashtags	
	Use CamelCase to separate words and improve readability
	Look up hashtags before you use them
	Use branded hashtags to categorize content on Instagram, LinkedIn or Twitter
	Don't use a string of common words or simple terms as hashtags
Additional website considerations	
	Use descriptive link text. Avoid "click here" "learn more" or other vague links.
	Are heading levels used to denote a logical hierarchy?
	Avoid flashing or objects that move that a user can't control
	Avoid popups; they're disruptive and not accessible
	Underline links and make sure links are a different colour than website text