ACCESSIBLE SOCIAL MEDIA

CREATED BY
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DESCRIBING IMAGES

- Alternate Text (Alt Text)
- Captions
- Descriptions

WRITING IMAGE DESCRIPTIONS

- Where is the photo being taken?
- Who is in the photo?
- What are they doing?

IMAGE DESCRIPTION: PHOTO OF THE VERRAZANO BRIDGE CLOSED DOWN TO VEHICLES AS THOUSANDS OF NYC MARATHON RUNNERS RUN ACROSS IT IN THE SAME DIRECTION.

TWITTER BEST PRACTICES

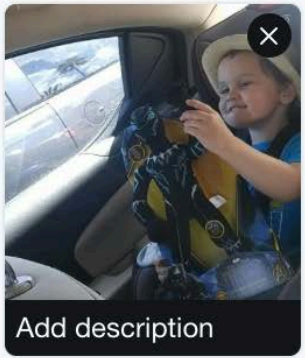
1. Go into your settings and turn on alternative text for images
2. When you tweet a hyperlink, indicate whether it leads to [AUDIO], [PIC], or [VIDEO]
3. Use a URL shortener (Z Link or another) to minimize the number of characters in the hyperlink
4. Put mentions and hashtags at the end of your tweets
5. Capitalize the first letter of each word in a hashtag, (which is called camelbacking; the difference between #screenreaderdemo and #ScreenReaderDemo)

TWITTER AND PHOTOS

- Twitter has the ability to add alternative text to images in a tweet, but you have to go to your settings to turn the feature on.
- Navigate to Settings > Accessibility > and turn on Compose image descriptions.
- *You'll need to turn on the "compose image descriptions" setting* Now, when you post a picture, you'll see an option to "Add a description."

Compose new Tweet

What's happening?



Who's in this photo?

GIF

Tweet

TWITTER (CONT)

- TAGGING- When you tag the people in your photos, Twitter generates automatic alt text that lists the people in the picture.
- HYPERLINK - If you have a hyperlink in your tweet, indicate what type of resource it leads to by adding [PIC], [VIDEO] or [AUDIO], so screen reader users can anticipate what they will find when they follow the link.

Descriptions are added with **alt-text,** an invisible text written onto the image. Twitter users can enable alt-text in their account settings under “accessibility.” Once enabled, users can write descriptions directly onto their images before posting.

FACEBOOK BEST PRACTICES

- Include descriptive text when you post a photo
- Use YouTube's captioning services for Facebook videos
- Avoid using acronyms in your posts

FACEBOOK AND ALT TEXT

Auto-Generated vs. Human-Generated

NYC Mayor's Office

Good morning NYC! Time to rise and grind.

Image Description: The morning sun peers through the NYC skyline.

Descriptions are added onto the posts themselves labeled "Image description"

YOUTUBE AND CAPTIONING

- Go to your Video Manager by clicking your account in the top right > **Creator Studio** > **Video Manager** > **Videos**.
- Next to the video you want to add captions or subtitles to, click the drop-down menu next to the **Edit** button.
- Select **Subtitles and CC**.
- If automatic captions are available, you'll see **Language (Automatic)** in the "Published" section to the right of the video.

QUESTIONS?

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Questions?