

Social Media Accessibility Checklist - Before you post, check the following:

Images & Graphics

- ☐ Have I added manual alt text that describes or explains the image?
 - ☐ Is all essential information (dates, times, locations, instructions) also included in the caption or post text?
 - ☐ Am I avoiding text-only graphics when possible?
 - ☐ Am I providing real text alternatives instead of relying on OCR or automatic image descriptions?
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Videos

- ☐ Are captions enabled and accurate for all spoken content?
 - ☐ Have I reviewed and corrected auto-generated captions?
 - ☐ If the content is audio-only (podcast clip, voice message, recording), is a transcript or text summary provided?
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Text & Readability

- ☐ Does text meet color contrast requirements?
 - ☐ Is the font readable on a mobile screen?
 - ☐ Am I avoiding decorative or stylized fonts that assistive tools can't read?
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Emojis, GIFs, and Formatting

- ☐ Are emojis used sparingly and paired with real text?
 - ☐ If I used a GIF, does the post explain what's happening?
 - ☐ Are hashtags written in CamelCase (e.g., #CommunityCollegeWeek)?
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Links & Navigation

- ☐ Are links descriptive (not "click here") with text that clearly explains where it goes?
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Platform Tools

- ☐ Did I use manual tools instead of relying only on automation?
- ☐ Did I account for platform limitations (Stories, Reels, carousels, overlays)?