# Guidelines for Making Social Media Accessible

# Tips for Making Facebook Updates Accessible

1. Add captions to photos to ensure that individuals will understand what is going on in the picture. The captions do not need to be very long, but they should describe what the scene is, and how elements of the image appear and provide context for the image.
2. Videos posted directly to Facebook should be closed captioned. This can be done by adding a caption file to the video after it is posted. For step-by-step instruction on captioning Facebook videos, please visit <http://www.reelseo.com/how-to-add-closed-captions-facebook-videos/>.
3. As an alternative to directly uploading videos to Facebook, upload videos to YouTube and post the link to the video in a status update. Since YouTube automatic captioning can be inaccurate, prepare an accurate transcript and upload it whenever possible. This will ensure that visitors will be taken to an accessible video with captioning.
4. Do not use color alone to convey meaning.
5. Posts shall avoid using objects that blink and flicker.
6. Do not use emoji or other icons to convey meaning. Emoji are not consistently read or described by access technology on different platforms, and the intended meaning could be altered or lost.
7. Make your contact information available on your social media account page
8. Provide links or contact information to official social media support and accessibility teams.
9. Write in plain language, use camel case when appropriate (i.e., capitalize the first letters of compound words as in [#SocialGov](https://hackpad.com/ep/search/?q=%23SocialGov&via=xWKKBxzGubh)), and limit your use of hashtags, abbreviations and acronyms.

Facebook has an Accessibility Team that is dedicated to issues specific to accessibility and assistive technology. They can be reached through Facebook and Twitter.

* 1. [Facebook’s Accessibility Team’s Facebook Page](http://www.facebook.com/help/141636465971794)
  2. [Facebook’s Accessibility Team’s Twitter Account](https://twitter.com/fbaccess)

# Tips for Making Tweets Accessible

1. Ensure that you link to accessible content, i.e., a tagged photo, captioned video or audio with written transcript.
   * A tagged photo simply has alternative text associated with it that describes the image. For more details on alternative text, please visit [http://webaim.org/articles/gonewild/](http://webaim.org/articles/gonewild/#alttext)[#alttext](https://hackpad.com/ep/search/?q=%23alttext&via=xWKKBxzGubh).
2. Enable the setting on Twitter to use the “image description” feature, which will allow you to add a descriptive caption to any photo that you directly include in a tweet. For step-by-step instructions on enabling the image description feature on the web and on iOS and Android mobile apps, please visit <https://support.twitter.com/articles/20174660>.
3. Do not use color alone to convey meaning.
4. Posts shall avoid using things that blink and flicker.
5. Do not use emoji or other icons to convey meaning. Emoji are not consistently read or described by access technology on different platforms, and the intended meaning could be altered or lost.
6. Make your contact information available on your social media account page
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# Tips for Making YouTube Videos Accessible

1. Ensure all videos have closed captions and audio description (or a link to a version that has audio descriptions). In addition, a full transcript (of captions and audio description) is useful for people who have both hearing and visual impairments including those who are deaf-blind. YouTube has a feature that will automatically caption videos. To increase accuracy of the YouTube automatic captions, videos should have very clear-spoken words and little background noise. However, since YouTube automatic captioning can be very inaccurate, prepare your own accurate transcript and upload it whenever possible. For step-by-step instructions, please visit: <http://ncdae.org/resources/cheatsheets/youtube.php>.
2. To create captions for video from scratch, or to edit your existing YouTube captions, there are a number of free tools that can help:
   * [Overstream](http://www.overstream.net/): a popular Web-based captioning tool, with a [related YouTube tutorial](http://www.youtube.com/watch?v=gRmsZ25W3SE).
   * [MAGpie](http://ncam.wgbh.org/invent_build/web_multimedia/tools-guidelines/magpie): a free Windows application from the National Center for Accessible Media.
   * [Subtitle-Horse](http://www.subtitle-horse.com/): a free Web-based application that allows you to upload an FLV file, add captions and export in different file formats.
3. A tutorial for creating captions [can be found on YouTube](http://www.youtube.com/watch?v=rvYKIxA7WwY). Other tutorials on using [Overstream](http://www.overstream.net/), and [Subtitle-Horse](http://www.subtitle-horse.com/) can be found at their respective websites. Resources for MAGpie are available at [WebAIM.org](http://webaim.org/).