

Tools for making accessible social media content

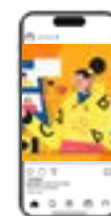
1 in 6 people in the world have a **disability**
2.2 billion people have some form of **vision impairment**
5 % of the population have **hearing loss**

Everyone relies on social media. Follow these tips below:

Alt text, or alternative text, can provide context to complex information, pictures, or videos.



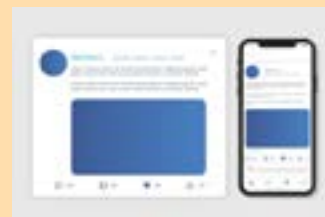
Images or gifs should be used as much as possible to enhance users visual experience.



Videos should not be startling or include strobing effects.



Keep the formatting simple by adhering to each platform's default type and spacing settings.



Write in a plain English and inclusive writing style, or other languages as needed.



Use hashtags if the post is part of larger internal campaign or social trend.



Emojis and GIFs should be related to the content and placed at the very end, if used at all.



Typeface should be simple and readable. Alternative text should be avoided to maximise engagement.



More resources:

<https://www.accessible-social.com/about>

<https://www.who.int/news-room/fact-sheets/detail/disability-and-health>