

Social media

(Instagram, Twitter and Facebook)

For in-depth guidance, visit:
www.sightsavers.org/social-media-accessibility or scan the QR code here



Keep sentences short and simple

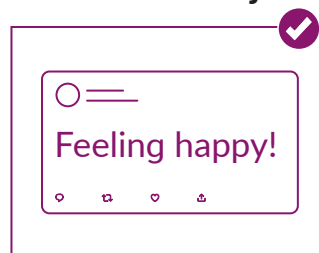
Add alt text to images, gifs and infographics



Avoid abbreviations and acronyms



Don't use emojis instead of words



Create meaningful links



Use an adequate font size



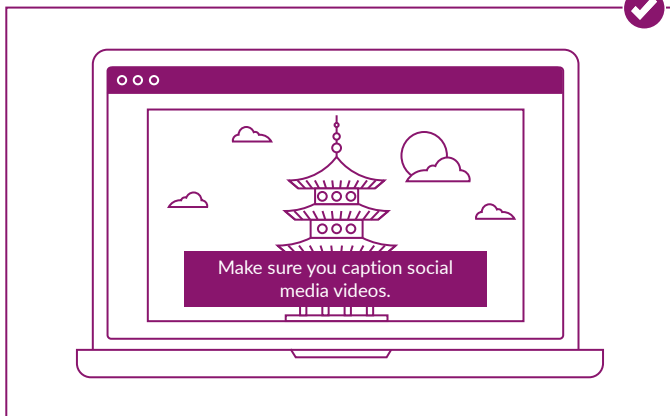
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Provide captions and transcripts for videos and podcasts



Capitalise the first letter of each word (camel case) for multi-word hashtags

#KeepThingsClear

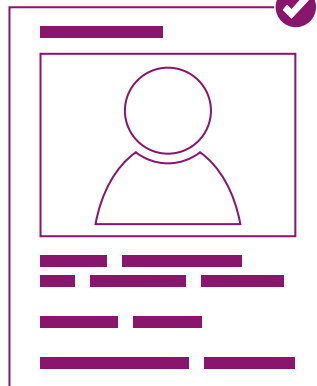
#keepthingsclear

Avoid using bold, italics or capitals

Something like this works well

This sentence is not very clear to read because of the italics and underlining.

Use line breaks to create space



Avoid using moving images behind text

Social media

(YouTube, TikTok, LinkedIn)

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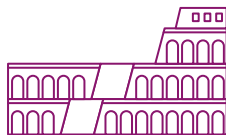


Include closed captions and a transcript with videos

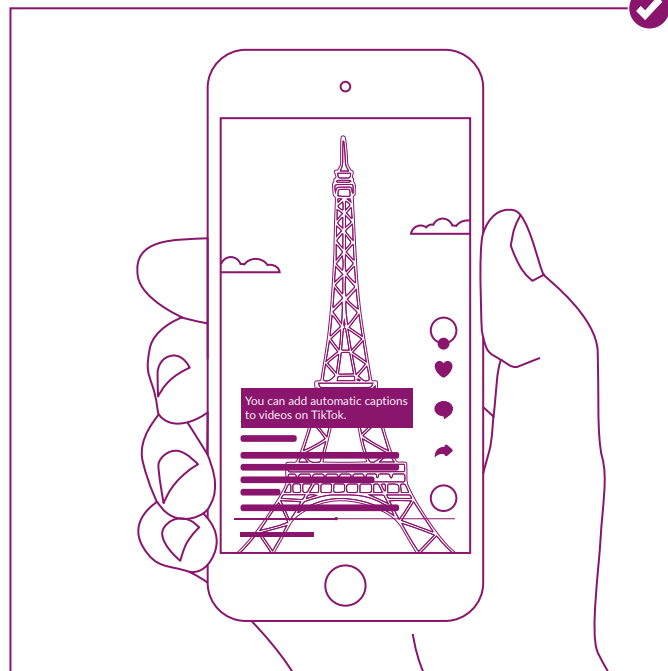


Add alt text to images

The Colosseum
amphitheatre
in Rome, Italy.



YouTube and TikTok generate automatic, editable captions



Social media

(YouTube, TikTok, LinkedIn)

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Text in videos needs to be legible against the background. Use good colour contrast and a large, clear font.

A solid background behind text always works best

Add appropriate titles, descriptions and tags to YouTube videos

How to change a light bulb

Learn how to change a light bulb with this step-by-step video.

Substituting a light bulb

It is a simple process.

Use clear and simple language in LinkedIn posts. Avoid industry jargon.

