



SOCIAL MEDIA

INCLUSION AND ACCESSIBILITY

AUGUST 2025



INCLUSIVE LANGUAGE

Inclusive language can help to promote this culture and support a sense of belonging. However, it is important to note that everyone has different individual personal preferences about language and identity, and language is always evolving and changing, which means there are no definitive rules but understanding some key principles will help you adopt an inclusive approach on a day-to-day basis.

Some suggested key principles:

- Consider taking an individualised approach; people are not the same and we are not defined by single characteristics.
- Be guided by the terms people use to describe themselves. Not everyone is comfortable with the same language being used. If appropriate, ask, but try not to assume.
- Consider how using language that acknowledges diversity and conveys respect to all people enables individuals to feel a sense of belonging.

TEXT TIPS



Keep it Simple: Plain, everyday words. Short sentences are best.

- "Leverage synergistic paradigms" could be replaced with "Work together."

Capitalise Hashtags (CamelCase): Helps screen readers read each word:

- #AccessibleSocialMedia is easier to read than #accessiblesocialmedia.

Emojis in Moderation:

- 1-3 per post at the end is optimal
- Screen readers read them aloud (e.g., "smiling face").

Fancy Fonts can be hard to read: It is better to stick to plain, easy-to-read fonts. Custom fonts can break screen readers.

Descriptive Links: You can tell people where a link goes.

- "Download our free guide on accessibility" is better than "Click here."

ACCESSIBLE IMAGES

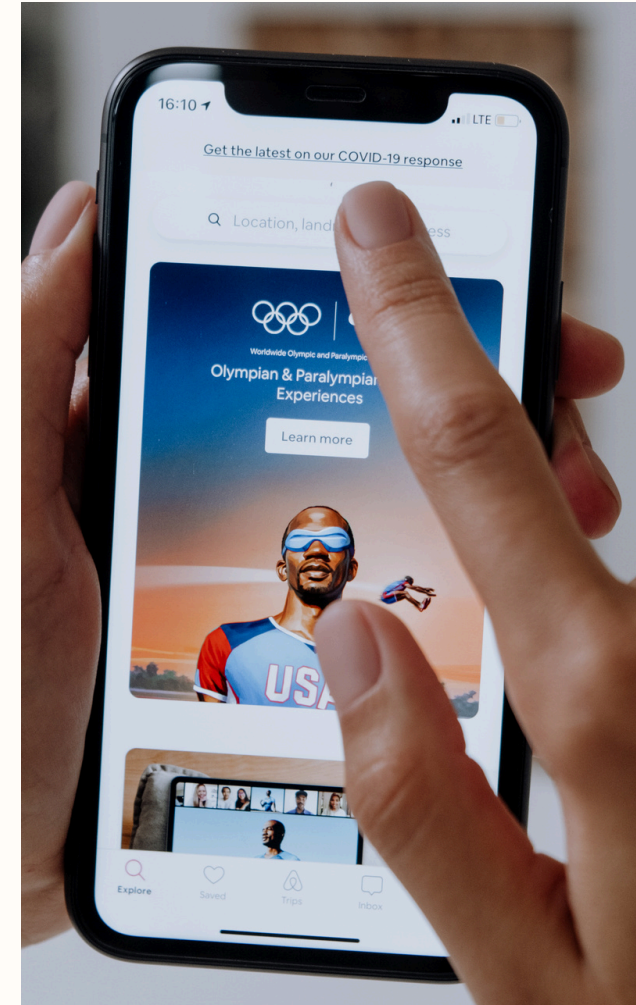
Alt Text: You can describe your image for people who can't see it.

- **What it is:** A short description read by screen readers.
- **How to do it:**
 - Describe what's in the image and its purpose.
 - Include any text shown in the image.
 - Keep it brief and to the point.
 - Avoid starting with "Image of..." or "Picture of..."
- *Example:* "Three diverse people smiling and working collaboratively on a laptop."
- **Where to find it:** Most platforms have an "Alt Text" field when you upload.

Color Contrast: You can make text in images easy to read.

- Use dark text on light backgrounds, or light text on dark backgrounds.

Limit Text in Images: If an image has lots of text, you can put that text in your post caption too.



ACCESSIBLE VIDEOS

Captions/Subtitles: You can provide text for everything said.

- **Why:** For deaf/hard-of-hearing users, and for everyone watching with sound off (most social media videos!).
- **Types:**
 - **Open Captions:** "Burned in" to the video, always visible. Great for all platforms.
 - **Closed Captions:** Can be turned on/off. Supported by YouTube, Facebook, X, LinkedIn.

Transcripts: For longer videos, you can offer a full text version of the audio in the description or a link.

- **Clear Audio:** You can provide clear audio by making sure voices are clear and background music isn't too loud.

Flashing Content: Avoiding rapid flashes (more than 3 per second) can prevent seizures. You could give a warning if unavoidable.



Top Tip

Check auto-generated captions for mistakes.

You can make them easy to read with a clear font and good contrast (white text on black background often best).

It is best to sync them with the speech.

REMINDERS

- **Be Mindful of Trends:** Some trends (like emoji strings, complex visuals) can be inaccessible.
- **Inclusive Language:**
 - Refer to slide 2
- **Test Your Content:** If possible, you could ask someone who uses assistive technology to try out your content!

