



Enhancing accessibility of social media posts

Media platforms



- Be aware of limitations in accessibility support or restricted access to certain platforms at some geographical locations.
- Post the same content on multiple platforms.

Graphics



- Provide alternative text ("Alt Text") or image description for graphics.
- Provide transcripts for infographics.
- Avoid overlay text on a busy background.
- Due to word limit of some platforms, you may first write **"Image description in comments"** in the **body text of the post**. Then, write the image description in the **first comment under that post**.

Hyperlinks



- Include any hyperlinks in QR codes in the texts.



2023 likes

Virtual Learning Accessibility Toolkit

PDF: <https://doi.org/10.25442/hku.22579006>

Website: <https://vlaccessibilitytoolkit.hku.hk/>

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Use of colour

Ensure sufficient colour contrast between background and text.



Poor contrast

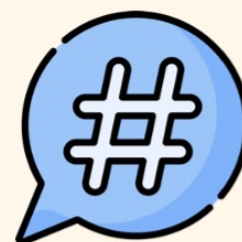


Better contrast



Hashtags and emojis

- Capitalize the first letter of each word and/or adding underscore in the multiple-word hashtags.



"#adoptcamelcase"



"#Adopt_Camel_Case"

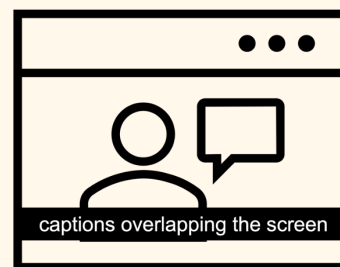
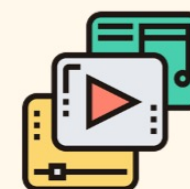


- Avoid using emojis at the middle of sentence. Do not overuse emojis or emoticons.

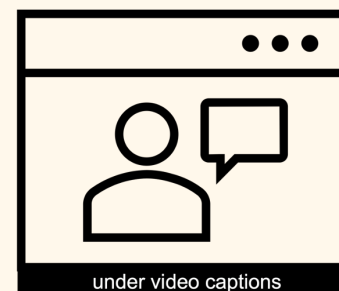


Audio-visual content

- Provide captions, transcripts, timestamps, and audio descriptions.
- Avoid captions overlapping the media content.



captions overlapping the screen



under video captions

- Avoid much animation, GIFs, flashing content.
- Avoid autoplay by default.



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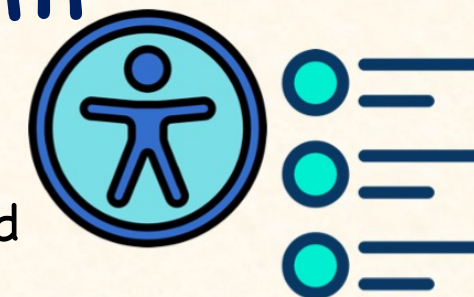


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#IDEAL_VLa1lyToolkit

Inclusive content

- Use inclusive language. Avoid biased language.
- Avoid using all caps and small caps.



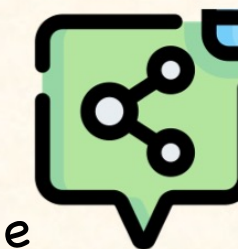
Support for visitors

- Consider providing multi-modal of contact methods, such as email and phone call, to cater for diverse needs of users.



Sharing third-party content

- Share content from other sources in accessible ways.
- When you share a hyperlink, if the preview image is informative, then you may provide image description in your post.



2023

2023 Comments

2023 Shares

Like

Comment

Share