

MARKETING, EMAIL & SOCIAL MEDIA ACCESSIBILITY

Equal Access: Essential for some; useful for all

MINIMUM COLOR CONTRAST (4.5:1)

- Use dark text on light backgrounds or vice versa. Free checkers: [WebAIM Contrast Checker](#) or [TPGi Colour Contrast Analyzer](#).
- Avoid placing text directly over photos unless the background is solid or blurred.
- Add a shape between text and image if contrast varies across the image

PLACE KEY INFO IN THE CAPTION (NOT JUST IN THE GRAPHIC)

- Include dates, locations, contact info, and calls to action in the written caption.
- Use bullet points or line breaks for scannability, especially for screen reader users.

CLEAR LINK DESCRIPTIONS

- Avoid vague links like “click here”
- Instead use context-rich descriptions: “Learn about John’s journey.”

HASHTAGS AND EMOJIS

- Use #CamelCase (e.g., #CollegeAccessForAll).
- Place emojis and hashtags at the end of the post to minimize disruption for screen readers.
- Avoid using emojis to replace words (“Big 🗣️!” → “Big news!” with emoji at the end).

VISUAL TIPS

- Avoid flashes or fast animation
- Design mobile-first social graphics with minimal on-image text and clear visual layout.
- Prioritize readability on small screens.
- Choose bullets over sentences
- **Never send image-only messages (e.g. a copy of a flier or PDF pasted into an email).**
- Use readable fonts and proper heading tags
- Never have time limits on forms; include progress indicators and “back”/“next” buttons

ADD ALT TEXT TO IMAGES

- **X:** Before posting image, select “Edit” in the corner of the image or “Add description” below.
- **Facebook:** Upload image → click “Edit” on the thumbnail → choose “Alternative Text” → click radio button to create custom alt text.
- **Instagram:** On final share screen, tap “Accessibility” → click inside the box to write alt text.
- **LinkedIn:** Upload your image → click the “Add alt text” button below the image.

CAPTIONING & TRANSCRIPTS

Prerecorded Video and Reels:

- **X:** Upload via desktop → click “Upload caption file” (.srt). On mobile, captions must be burned in.
- **Facebook:** Upload video → click “Edit” → choose “Add captions” → upload .srt.
- **Instagram Post:** Auto-captions available, but not editable. No .srt upload option.
- **Instagram Reels/Stories:** Use “Captions” sticker or burn captions into video. No .srt upload.
- **LinkedIn:** Upload video → click “cc” → add auto captions and “review” or upload .srt.
- **All platforms:** Include transcript link in post.

Live Video:

- Include accommodation request in all marketing.
- Fill any requested accommodation/s
- Announce available accessibility features (captions, zoom).
- Hire CART provider for event if no sign-ups were required and attendance over 50 is expected.

USE PLAIN LANGUAGE

- Keep sentences short and clear.
- Avoid jargon and **spell out abbreviations.**
- Use inclusive, non-ableist language (“unexpected” not “crazy”, “being ignored” not “falling on deaf ears”).
- Run copy through readability checkers before publishing. Edit until as close to 5th grade as possible. May be harder with academic content.