



Social Media Guidelines for Accessibility

Visual Content (Images, GIFs, Videos)

Alt Text Describe images concisely but informatively. One sentence is generally enough, and should explain the context or function of the image rather than just being a literal description. If a GIF or image contains text, that text must be in the alt text.

Videos Always include captions or subtitles, either burned-in or through the platform's subtitle tool.

Audio Provide transcripts for audio-only content.

Avoid Do not rely on visual cues alone to convey meaning (e.g., "click the red button")



Unhelpful: Two students walking.
Helpful: Two students walk and talk in front of the DeAnza Residence Hall at Arizona Western College.

Design and Contrast

Contrast Ensure text has a contrast ratio of at least 4.5:1 against the background.

Text in Images Avoid embedding text in images. If necessary, ensure the text is included in the alt text or caption.

Formatting Use line breaks to break up long blocks of text.

Examples of Contrast Ratios

3.18:1 Bad

6.6:1 Good

10.68:1 Good

1.96:1 Bad

10:1 Good

2.09:1 Bad

Text and Formatting

Emojis Use sparingly. Place them at the end of posts so their presence does not break up the flow of the text when being read by a screen reader. 😊

Fonts Avoid special, fancy, or Unicode fonts, as they are not read correctly by assistive technology.

Links Keep URLs short and use descriptive text.

CamelCase Capitalize the first letter of each word in hashtags (example: #ForTheW, not #forthew) to ensure screen readers read them correctly.

ARIZONA WESTERN

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Arizona Western

Examples of Unreadable Characters

Key Principle: POUR

- **P**erceivable- Information must be presentable to users in ways they can perceive (e.g., alt text).
- **O**perable- Users must be able to operate the interface (e.g., keyboard navigation).
- **U**nderstandable- Information and operation must be understandable (e.g., clear language).
- **R**obust- Content must be robust enough to be interpreted by a wide variety of user agents (e.g., screen readers).