



Guide Dogs of America



Tender Loving Canines

ESTABLISHED 1948

Social Media Accessibility Tool Kit

Why Accessibility Matters on Social Media

At least one billion people—15% of the world’s population—experience some form of a disability. Making your posts accessible will help you reach a wider audience.



Here are a few ways to make your content more accessible.

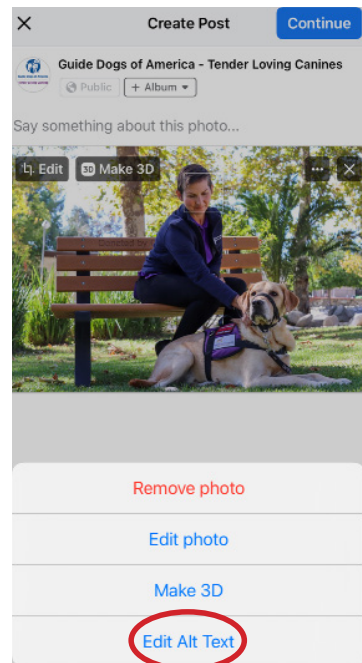
- **Emoji Use.** Emojis are read aloud by assistive technology. You might think adding 🍷🐾🍷 is fun, but a screen reader will read it as “revolving heart, paw prints, revolving heart” which slows down the experience for the visually impaired. Using them in between sentences can be confusing, so use them at the end of your posts and limit your use.
- **Hashtags.** Make your hashtags screen reader friendly by capitalizing the first letter of each word, which is also known as Camel Case. This makes it easy for screen readers to differentiate between separate words. For example: #SocialMediaAccessibility becomes three words instead of a jumbled sentence.
- **Image Descriptions.** Image descriptions are an essential accessibility tool for people who are visually impaired. These descriptions give details and explain the image. Things to describe include colors, names of people, animals, facial expressions such as smiling, surroundings, and placement of text or objects in the image. Include your image descriptions after your captions.
- **Alt text.** Social media platforms like Instagram, Facebook, Twitter and Linked-in have the option to add Alt Text. You can add it by clicking the photo or finding the advanced settings. Alt text is like an image description but is much shorter and only includes essential details.



Image Description Example:

GDA/TLC graduate, Lorilei Lebruska, sits on a bench and leans down to pet her yellow Lab service dog, Orbit. Orbit lies down on grass in front of her.
#GuideDogsOfAmerica #ServiceDog #Veteran

How to add Facebook Alt Text



Add alternative text that describes the contents of the photo for people with visual impairments.

Lorilei Lebruska sits on a bench and leans down to pet her yellow Lab service dog Orbit.

Done

