

everyday accessibility

# Tips for Social Media

## #CamelCase

### Capitalize hashtags

#UseCapitalLetters to help distinguish words rather than #hardtoreadlowercase



### Write out image text

Type out important text in an image to make the content more accessible



### Provide image alt text

Use "image description" features to add alternative text for visually impaired readers



### Limit emojis

Keep emojis minimal, grouped together, and towards the end of text

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# Tips for Documents



## Use built-in styling

Use program style options to provide the needed markup, e.g., "Bulleted List" in MS Word



## Include document structure

Include "Headings" and "Titles" so that everyone can preview, skim, and search content



## Provide image alt text

Just like social media, provide image descriptions for visually impaired readers



## Check accessibility

Use built-in accessibility checker tools to review your content

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# Tips for Multimedia



## Have clear audio

Speak clearly, at a steady pace, reasonable volume, and avoid background noise



## Reduce music

Use background music minimally and/or at a low (whisper) volume



## Provide text

Write out content as text such as transcripts or an article to provide equal access



## Avoid flashing content

Remove 3x per second flashes that cause seizures, and overall limit rapid motion

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