Social Media

Follow these best practices to help make social media content accessible.

Profile Tips

Social media pages often use preset colors and formatting. Account for these in design campaigns. Also, testing contrast may only be possible after publishing.

Limit text in banner art images

Assistive technologies do not recognize text in the profile banner photo. Limit the use of text in profile banner images to a company logo. Make sure the color contrast ratio between the logo and background is at least 4.5:1.

Use high-resolution images

Use the highest resolution the platform supports, so viewers can easily expand images.

Add a point of contact

List a point of contact for business profiles to address user questions.

Posting Tips

Use plain language

Clear, concise content will engage more readers. Avoid jargon and acronyms.

Use emojis with care

Use emojis sparingly. Place them at the end of sentences and avoid substituting them for words. Test with assistive technologies, like screen readers or magnifiers, to confirm clarity and usability.

Place hyperlinks at the end of the post

This allows people to read messages before clicking the link and leaving the post. Consider adding [PIC], [VIDEO], [AUDIO], or [PDF] at the end of links to help the reader know where they are going.

Put extra hashtags after hyperlinks

Hashtags can be complicated for those using assistive technologies. One or two is OK in the main body. Otherwise, post them at the end.

Use Pascal case for hashtags

Capitalizing the first letter in each word helps people decipher the hashtag.

Use high-contrast text in images

Normal text to background ratio is 4.5:1 (for DHS, this standard is 7:1). Non-text elements and large text (a minimum of 14pt bold or 18pt) ratios are 3:1 (for DHS, this standard is 4.5:1). Use an online contrast checker such as WebAIM's Contrast Checker tool to verify your colors.

Add alt text to images

The alt text language must be the same as any text included in the image. This includes pictures, clip art, tables, graphs, and charts. If adding alt text to the image is not possible, describe the image in clear, concise text as part of the post.

Emphasize the "multi" in multimedia

Post transcripts for podcasts. When writing a script, describe key visuals. Any video created or linked to must have captions. Embed captions directly into the video files when the platform does not support closed caption files.