Social Media Accessibility

Use plain language
Write in plain language. Avoid idioms, figure of speech or internal jargong.

Use captions in videos
Use closed captions or provide transcripts for videos and podcasts.

Use alt text for images
Provide descriptive alternative texts for images.

#camelCase
Use “camelCase” in hashtags
Capitalise each word in hashtags.

Use emojis with care
Avoid replacing words or using emojis as bullet points.