CHECKLIST

Accessible Social Media Content Checklist

- [ ] Write a description for every image that explains what it shows or adds to the post
- [ ] Add captions to all video content and review auto-generated captions for accuracy
- [ ] Check colour contrast between text and background meets minimum thresholds
- [ ] Use plain language and break long captions into short paragraphs
- [ ] Write hashtags in camel case with the first letter of each word capitalised
- [ ] Place emoji at the end of sentences instead of scattering them throughout
- [ ] Never rely on colour alone to convey information
- [ ] Test your post with a screen reader or with sound turned off