# Long Text Description for Social Media Accessibility Infographic

In the center of the Infographic is a drawing of an iPhone with a "Social Media Accessibility" post being shown on the Facebook app. Surrounding the phone is various speech bubbles containing logos of TikTok, Twitter, YouTube and Instagram, as well as speech bubbles containing social media accessibility tips with "do's" and "don'ts".

## Alt text

### Do's

1. Include important and informative points (Including any text in the image)
2. If the image is very complex consider writing a long text description

### Don'ts

1. Start your alt-text with "image of…"
2. Write an alt-text essay

## Colour

### Do's

1. Check colour contrast with a colour contrast analyser
2. Check your content is still understood without colour

### Don'ts

1. Use light colour text on light coloured background, and use dark coloured text on dark coloured backgrounds.

## Captions

### Do's

1. Check Accuracy
2. Include Important Sounds
3. Use good colour contrast for captions

### Don'ts

1. Write burnt in captions that become obscured by profile pictures or other text

## Extra Tips

1. Describe visual elements of videos (Including gifs) in a transcript
2. Use camelCase for multi word hashtags e.g. #A11yIsCool
3. Leave hashtags and tagged accounts till the end of the post
4. Don't use more than one emoji in a row
5. Don't use fancy typography in text-based posts
6. Keep metaphors and sarcasm to a minimum (or make sure you give context and explanation)