**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.

**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.

**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 coloured text on light coloured background and dark coloured text on dark coloured background

**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)