# Social Media Accessibility Checklist

## Who should use this checklist

* Social Media Managers
* Social Media Content Creators/Managers
* Digital Marketing Managers
* Anyone posting on social media!

## When to use

* Prior to posting or scheduling content to post to social media.
* Some checks can be tested in the design phase of the content creation. This includes testing "colour contrast" and "colour alone".

## What this checklist covers

* This checklist covers some simple checks that can be made to social media content to create a **more** accessible experience to audience members who are disabled. (These checks will not make the entire experience of social media accessible, as changes to the functional design of the platform itself cannot be made.)
* These tests are designed to be quick and can be completed prior to posting content on social media.

## Other testing tools

* [Colour Contrast Analyser](https://www.paciellogroup.com/color-contrast-checker/): Used to find Colour Contrast issues.
* [Colour Contrast Determinator](https://www.visionaustralia.org/services/digital-access/resources/colour-contrast-determinator): Helps you work out colours that meet minimum contrast ratios.
* [Colour Blindness Simulator](https://www.color-blindness.com/coblis-color-blindness-simulator/): Helps to determine whether your content is using colour along to represent information.

## Checklist

| **Test** | **Yes/No** |
| --- | --- |
| Is the colour contrast ratio of all text strong enough against the background colour? |  |
| When colour is used to show information, is it supplemented with text, icons, or other visuals to communicate information? |  |
| Do images have alt text? Does the alt-text include key information, including any text? |  |
| Do all videos have captions? If automated captions have been used, have they been checked for accuracy and edited accordingly? |  |
| Do videos (especially those with no dialogue) have a long text description of key visual elements either provided in an external link or within the caption? (this includes gifs) |  |
| Have any multi word hashtags been ‘camelCased’ to ensure readability? (e.g. #AccessibilityIsCool rather than #accessibilityiscool) |  |
| Have hashtags and tagged accounts been left to the end of the post? |  |
| Is there only one emoji of each type in a row? |  |
| Is all text in the caption written in standard text? (e.g. No fancy typography has been used) |  |
| Have metaphors in text-based posts been kept to a minimum? (if it is necessary to the post has the metaphor been made clear/explained) |  |
| Has sarcasm in text-based posts been kept to a minimum? (if it is necessary to the post has the sarcasm been made clear/explained) |  |