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**SOCIAL MEDIA FOR ALL OF US:
MAKING CONTENT ACCESSIBLE AND INCLUSIVE**

**Hashtags to use when you start doing accessible posts:**

#AccessibleSocialMedia and #Accessibility

**5 Tips to Make Your Social Media Accessible by Fashioneyesta:**

1) Add alt text and/or image descriptions

2) Capitalize the first letter of each word in hashtag; voiceover pronounces it really weird otherwise! Demonstration: #InclusiveActivity inclusiveactivity

3) Add transcriptions to your videos (YouTube automatically adds it now; make sure it’s right) add a script using a tool like Cliptomatic; add captions to Instagram Stories

4) Add hyperlinks to your content

5) Don’t overuse GIFs - not accessible for people who use voiceover

**Writing Alt Text:**

HubSpot - Image Alt Text: What It Is, How to Write It, and Why It Matters to SEO <https://blog.hubspot.com/marketing/image-alt-text>

Axess Lab - How Does Alt Text Work? <https://axesslab.com/alt-texts/>

**University of Minnesota tutorial blog post on accessible social media**

<https://accessibility.umn.edu/tutorials/accessible-social-media>

**6 ways to make your social media posts accessible for people with a visual impairment - Life of a Blind Girl blog**

<https://lifeofablindgirl.com/2018/10/31/6-ways-to-make-your-social-media-posts-accessible-for-people-with-a-visual-impairment/>

**Marketing Land article**

<https://marketingland.com/how-to-make-your-content-more-accessible-to-the-visually-impaired-255553>

**6 Actionable Tips for Accessible Emails:**

<https://www.webdesignerdepot.com/2019/04/6-actionable-tips-for-accessible-emails/>

 **Influencers:**

Molly Burke

IG: @MollyBurkeOfficial

Emily Davison

 [FB: @FashionEyesta](https://www.facebook.com/Fashioneyesta)

 IG: @FashionEyesta2012

Ink Davidson
IG: @InkDavidson

Pippa Leigh
IG: @PippaLeigh13

The Disability Collective
IG:@TheDisabilityCollective

**Twitter example:**

Braille Works World Braille Day tweet with image description

<https://twitter.com/BrailleWorks/status/1081188538350215169>

**Clips with descriptive video:**

Disability Vote Coalition: <http://www.disabilityvote.org/videos>

Star Wars: <https://www.youtube.com/watch?v=qeL1H2ILiNM>

Lion King (dramatic! 2:22): <https://www.youtube.com/watch?v=jT5AsjzgIC4&feature=youtu.be>

The Hunger Games (dramatic! 0:56)

<https://www.youtube.com/watch?v=B8BD9txkGL4>

Frozen trailer (funny! 1:31): <https://www.youtube.com/watch?v=O7j4_aP8dWA>

Microsoft apps (business/ad example of integrated description 1:17)

<https://www.youtube.com/watch?v=v79wg45-_ys>

**Example of an inaccessible video on YouTube:**

IKEA hacks <https://m.youtube.com/watch?v=OqfJGOuX1Jk>