



## Accessible social media posts

Social media has become a vital form of communication for most organisations. But sometimes the speed, volume and space limitations of social media can make it easy to forget about accessibility. If we do this, we risk alienating some of the people we are trying to communicate with.

### Top tips

Here are some tips to help you make sure your posts are as accessible to as many people as possible.

#### Clear message

- Write in plain English. Even though space may be limited, still use good grammar and accessible language. Avoid acronyms and jargon. Both can be confusing.
- Language should also be inclusive. It should portray disabled people in a positive and real way. Avoid language which disempowers or patronises.
- Make it easy to follow the discussion. Twitter limits the length of messages. Creating a thread means you can link together several tweets on the same subject. You can do this by replying to your first message.

#### Hashtags and mentions

- Write hashtags and mentions in CamelCase. This means using a capital letter to mark the beginning of each word. It is easier for the eye to work out where one word ends and another begins in CamelCase. It will also affect how a word is read out by a screen reader. So, for example, use #DisabilitySmart instead of #disabilitysmart or #DISABILITYSMART.

#### Images

- Don't rely on images alone to convey a message. Images can be interpreted in different ways by different people and may not be accessible to everyone. Make sure images support the message expressed in your text, rather than being the message on their own.
- Use alternative text with your images. Screen readers cannot read images, so you need to create alternative text or alt text for any images you use. Some platforms



generate alt text automatically. Always double check that the suggested alt text is accessible and sums up the image accurately. You should also include alt text for screen grabs.

- Make text within images accessible. Screen readers cannot read text within images, so make sure the text is repeated in your alt text or in your post.
- Represent your audiences in the images you use. Make sure disabled people are shown in a positive and realistic way.

## Video content

- Any video content included in the post also needs to be accessible. Make sure you have included captions and audio description, if appropriate.



## Emojis

- Limit emoji use. Emojis are often used as a short cut or as a way to emphasise a message. But remember that emojis can be interpreted in different ways by different people. They also have different meanings in different cultures. Screen readers can read out emojis, but it can be annoying and distracting for the user if the software has to read out a long list of emojis.

## Hyperlinks

- Put links at the end of the post. Placing hyperlinks at the end of the post will make the post easier to read. Put the link before any hashtags or mentions.
- Describe any linked content. Give information about what a link will lead to, such as [VIDEO], [PIC], or [AUDIO]. Include this just before the link. This will help people to

know what to expect when they click on the link. It is particularly useful for screen reader users.

- Shorten any long links. Use a URL shortener tool to shorten any long links and make them easier to read.

## Additional resources

Other resources within this toolkit provide more detailed information on many of the topics mentioned in these tips. Please refer to the following resources:

- Inclusive language
- Writing in a clear and accessible way
- Video and audio content
- Using images

## Further information

The following websites include further information and advice:

- RNIB, Making your social media accessible [[rnib.org.uk/rnibconnect/technology/making-your-social-media-accessible](https://www.rnib.org.uk/rnibconnect/technology/making-your-social-media-accessible)]
- Accessible U, Accessible social media [[accessibility.umn.edu/tutorials/accessible-social-media](https://accessibility.umn.edu/tutorials/accessible-social-media)]
- Trust Radius, URL Shorteners [[trustradius.com/url-shorteners](https://trustradius.com/url-shorteners)]



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Business Disability Forum  
Nutmeg House  
60 Gainsford Street  
London SE1 2NY

Tel: +44-(0)20-7403-3020  
Fax: +44-(0)20-7403-0404  
Email: [enquiries@businessdisabilityforum.org.uk](mailto:enquiries@businessdisabilityforum.org.uk)  
Web: [www.businessdisabilityforum.org.uk](http://www.businessdisabilityforum.org.uk)

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