

15 WAYS TO IMPROVE ACCESSIBILITY ONLINE

From those using assistive technology to cognitive differences, online content should be available to everyone. Follow accessibility guidelines to ensure everyone receives your messaging online! To find more resources for safe social media, visit us at [ArchiveSocial.com](https://www.archive-social.com).



IMAGES

1. Use text descriptions instead of relaying information in image files.
2. Ensure all content has sufficient color contrast.
3. Describe options with symbols and icons instead of relying on color to differentiate changes.
4. Underline hyperlinks for better recognition.
5. Describe the context of your content in alt descriptions.

VIDEOS

6. Be careful with flashing or strobing content more than three times per second to avoid causing seizures.
7. Create closed captions on videos and provide text transcripts for audio content.

CODE

8. Apply heading types in code to act as a table on content for your webpage.
9. Never skip heading levels (H1, H2, H3, H4) in your webpage code.

WRITING

10. Use CamelCasing on hashtags to prevent confusion. #AlwaysUseCamelCasing
11. Aim for 16pt typeface or greater for improved visibility.
12. Avoid long line lengths.
13. Limit your emoji use to only one or two to get your point across.
14. Write online content for the lower secondary reading level.

PROTECTION

15. Archive social media to remain compliant with public records laws.

RESOURCES

Turning on Accessibility Tools on Social Media

- <https://www.facebook.com/help/www/214124458607871>
- <https://help.instagram.com/503708446705527>
- <https://help.twitter.com/en/using-twitter/picture-descriptions>

Learn More About Public Records Guidelines

- <https://archivesocial.com/>

Learn More About Compliance with the Americans with Disabilities Act and Section 508

- <https://adata.org/ada-law-regulations-and-design-standards>
- <https://webaim.org/standards/508/checklist>

WebAIM Color Contrast Checker

- <https://webaim.org/resources/linkcontrastchecker/>