Social Media Accessibility Guide
Tips for making online spaces more accessible.

Social media is a great way to connect with our communities and provide updates on our work with the City and County of Denver. It is important that social media content is accessible to all users, including individuals with auditory, visual, and other impairments who may use assistive technology tools to access online content.

### Definitions

**Closed Captions** are captions that are hidden until they are 'opened' by selecting the "CC" option in a program's settings or menu. Along with verbal dialogue, **closed captions contain descriptions of important non-dialogue audio** such as sighing, someone's tone of voice, laughter or music and lyrics.

**Open captions, or subtitles,** are used to translate dialog from one language to another. **Open captions do not include descriptions of non-verbal sounds.**

**Communication Access Real-Time Translation (CART)** captioning is done by a professional stenographer (captioner) and can be provided either in-person or remotely. **CART has 99.97% accuracy and is considered the most qualified captioning access.** CART captioning needs to be arranged in advance.

### Common assistive technology tools include:
- Screen readers or magnifiers
- Closed captioning
- Voice commands
- Spelling and grammar tools
- Mind or site maps

### Tips To Maximize Accessibility

**Describe the content you’re linking or featuring in your social media post** (e.g., [PIC], [VIDEO], [AUDIO], [GIF]). This lets followers using assistive technologies know what to expect before clicking a link.

When sharing a website link, **provide the full link.** Embedding a link under phrases such as "Click Here" can be difficult to navigate for people who are blind or visually impaired.

**Use descriptive captions** to help describe what is going on in a picture. Captions do not need to be long, but should describe what the scene is, how elements of the image appear and provide context for the image.

**Make sure to include closed captions in all videos.** With most platforms automatic captioning can be turned via the "settings" tab - or simply by clicking the "CC" button on the video screen. Be aware that automatic captioning on social media is often inaccurate. **CART services are always the best option for providing reliable captions.**
Use plain language in written posts.
- Choose words that are **common and easy to understand**.
- Avoid run-on sentences. **Use clear, short sentences and paragraphs**.
- **Write in the active voice** instead of the passive voice.
- **Explain your acronyms.** Don’t assume your followers know what an acronym means. Individuals using screen readers will also hear your acronym as one jumbled word - not a series of individual letters.

**Capitalize each word in a hashtag.** This increases readability, and also helps individuals using screen readers know that a hashtag includes multiple words, instead of a string of random letters.

For example, use #CityAndCountyOfDenver, not #cityandcountyofdenver

**Add Alt Text to all images.** This helps people using screen readers know about the images that you are posting. Alt Text can be added to images on all major social media platforms.

**How to Add Alt Text to Images:**
- **Twitter** – Profile > Settings and privacy > Accessibility > Compose image descriptions. For more information: bit.ly/twitterphotoaccessibility
- **Instagram** – Instagram adds automatic alt text, but creating your own alt text is more reliable. When captioning an image, click Advanced Settings (at the bottom) > Write your Alt Text (under Accessibility). For more information: bit.ly/instagramaccessibility
- **Facebook** – Facebook also uses automatic alt text, but you can write your own to provide a better description. For more information: bit.ly/facebookalttext

**Requesting Accommodations**

Below is the official City and County of Denver (CCD) Accessibility Statement.

Be sure to include this statement with any invitations, announcements, and advertisements for public-facing events supported by your agency.

**CCD Accessibility Statement:**
If you need a sign language interpreter or CART services, please contact SignLanguageServices@denvergov.org with at least a three (3) business day notice.

If you need to make other disability-related accommodation requests or have any questions, please email DisabilityAccess@denvergov.org.

**No one accommodation will be useful for all users.**

Please ask your followers and constituents how you can best provide online access.