

Social Media Accessibility Checklist

The following checklist will help social media account administrators at UNCG produce digital content that is inclusive and usable by everyone, including people with disabilities, in compliance with the Americans with Disabilities Act (ADA). Additional information can be found on UNCG's [Accessibility Resources](#) site.

GENERAL GUIDELINES

Text, Language & Readability

- ☐ Use clear, plain language
- ☐ Spell out acronyms on first use
- ☐ Use CamelCase hashtags (e.g., #SpartanPride); place at the end of posts whenever possible
- ☐ Keep sentences and paragraphs short
- ☐ Do not rely on color alone to convey meaning
- ☐ Place emojis at the end of text and use sparingly

Images & Graphics

- ☐ Add accurate alt text for all meaningful images (i.e. images that are not purely decorative)
- ☐ Alt text describes images based on purpose, context and what's important about the image
- ☐ Check autogenerated alt text for accuracy
- ☐ Include all visible text from graphics in alt text or captions
- ☐ Avoid placing critical information only inside an image
- ☐ For complex images (i.e. charts, infographics, step-by-step instructions), include a link to a fully accessible text version of the content
- ☐ Ensure high contrast colors for text, icons, and charts

Video, Audio & Motion

- ☐ All prerecorded video includes accurate captions
- ☐ Auto-captions are reviewed and corrected
- ☐ Important visual information is spoken aloud or captioned
- ☐ Audio-only content includes a text alternative
- ☐ No flashing or strobing (max 3 flashes per second)

Motion, Animation & Interaction

- ☐ Content does not require dragging, shaking, or complex gestures
- ☐ Motion-based effects are not required to understand content
- ☐ Avoid animations that may cause dizziness or nausea

Links & Calls to Action

- ☐ Link text is descriptive (not “click here”)
- ☐ External sites, videos, or PDFs are clearly identified
- ☐ Linked documents are accessible (not image-only)

PLATFORM-SPECIFIC CHECKLIST

Facebook

- ☐ Custom alt text added (not auto-generated only)
- ☐ Video captions reviewed for accuracy
- ☐ Livestreams captioned live or captioned after posting

Instagram (Feed, Stories, Reels)

- ☐ Custom alt text added via Advanced Settings or within a social media management platform
- ☐ Stories and Reels include captions or readable text overlays
- ☐ Avoid using Stories for critical information; provide a text alternative (via static feed post) if used
- ☐ Key information is not audio-only

LinkedIn

- ☐ Alt text added to images, charts, and infographics
- ☐ PDFs are accessible (tagged, selectable text)
- ☐ Videos captioned and reviewed

TikTok

- ☐ Auto-captions enabled and edited
- ☐ On-screen text is readable, high-contrast, and persistent
- ☐ Essential information is not conveyed by sound alone

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- ☐ Alt text added to every image
- ☐ Threads numbered clearly (e.g., 1/4)
- ☐ GIFs and videos avoid flashing or rapid looping

YouTube

- ☐ Edited captions provided (speaker ID, sound cues)
- ☐ Visual information is described verbally
- ☐ Title and description clearly summarize content