



# HAVE IT accessible

## on social media platforms

**H**

### Hashtags

Some people struggle when multiple words are put together as a hashtag. By using CamelCase and capitalising the first letter of each word makes hashtags #EasierToRead. Even screen readers prefer CamelCase hashtags.

**A**

### Animations

Animations are fine but avoid flashing content, moving textures with high contrasting patterns, or flickering effects as these can trigger seizures, vertigo or dizziness. Also make sure the content is described as part of your post.

**V**

### Video captions

Captions mean those who are deaf or hard of hearing can engage with your video content. They are also helpful for people in noisy environments or when they need to be quiet, such as in a library.

**E**

### Emojis

Emojis also have descriptions assigned to them that get read aloud for those who can't see. So, don't overuse emojis, avoid using emojis as bullet points and avoid replacing words with emojis.

**I**

### Images and alt text

Adding alt text provides a written description of an image as an alternative to visual content. This is useful for those with visual impairments who only hear content, but also useful if an images fails to load.

**T**

### Text formatting

Text to speech tools read social media content word by word left to right, so if you create your own layouts or funky designs using text and characters this won't read out properly. Also, avoid using ALL CAPITALS in the whole post.

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