Basic Tips For Posting Content

Alt Text - A graphic of a man standing on his laptop writing with a huge pencil in his hand. In the background are star, like, and chat icons.

#SocialMediaAccessAbilityForAll

SAKSHAM disability
Section 1: Basic Tips For Posting Content

Welcome to Section 1 of the curriculum! In this section you will learn some basic tips for posting content. While many of the tips we give you are for creating accessible content on Facebook and Instagram, you can also use these tips more broadly. By the end of this module you will learn how to use simple language in your communication, the case to use for writing hashtags, the correct way to use emojis, colour contrast, and GIFs!

- Whenever possible, use simple language and shorter sentences.
- Longer sentences can be harder to follow and understand.
- Use sentence case instead of all capital letters to make it easier for people with cognitive and learning disabilities to read.
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• Capitalize the first letter of each word when you use hashtags.

• For example, use #BestFriendForever instead of #bestfriendforever.

• This is called CamelCase - it’s easier to read and enables screen readers used by people who are blind and visually impaired, to pronounce hashtags properly.
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- Avoid creating emoticons using text like : - )

- These are hard for many people to read or understand, and screen readers for the blind have difficulty describing their meaning.

- Instead use emojis, the small pictures used to convey emotions and ideas – like the smiley face example shown here. 😊

- Each emoji already has a matching text description that is spoken by screen readers for the blind.
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- Use colours that provide a contrast ratio of at least 3:1 against the background--particularly for text. If the text is smaller than 18pt, then use 4.5:1 ratio, or higher.

- High contrast has a greater impact on making text easier to read than text size.

- Colour text is harder to read when it appears on top of photographs and complex images.

- So place text over a solid, high-contrast background and increase the contrast between the text and its background.
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- Strong visual patterns including strobing, flickering, blinking, and flashing can make it extremely difficult or even impossible for people with cognitive or learning disabilities to focus and read your post.

- These visuals can even cause seizures for some people.

- To avoid this, make sure your GIFs flash no more than three times per second and run for less than 5 seconds.