Social Media Toolkit

Welcome to our social media accessibility toolkit! This toolkit is designed to help you and your friends and peers make your social media content accessible to everyone, including those with disabilities. With the growing importance of digital communication, it's essential that we ensure that everyone has equal access to online content.

This toolkit provides you with sample social media posts to enable you to support and share campaign messages easily. All messages are clubbed under relevant themes.

When sharing posts don’t forget to tag us! Please find a list of Saksham social media channels below

Facebook: <https://www.facebook.com/socialmediaaccessibility.saksham>; <https://www.facebook.com/saksham.limitinglimitations>

Instagram: <https://www.instagram.com/sakshamtrust/>

Twitter: <https://twitter.com/SakshamTrust>

# Sample Messages

## About Campaign

### Post – Introducing campaign

Hey everyone! 👋

We're excited to share about Saksham’s ongoing social media accessibility campaign, aimed at making social media platforms more accessible to everyone. Our goal is to make social media a more inclusive space where everyone can participate and feel heard.

We need your help to make this campaign a success! By signing up, you'll be joining a community of people who are passionate about making social media more accessible. You'll receive updates on our progress, as well as opportunities to get involved and make your voice heard.

To sign up, simply visit our website <https://socialmediaaccessability.saksham.org/> or visit our Facebook page at <https://www.facebook.com/socialmediaaccessibility.saksham>. It only takes a few minutes, but your support can make a world of difference.

Together, we can create a more inclusive social media space for all. Thank you for your support! ❤️

## Captions

### Post – Importance of writing captions

Attention everyone! Today, we want to talk about the importance of writing captions for persons with disabilities. Did you know that over 466 million people worldwide are deaf or hard of hearing? And that's just one group of people who can benefit from captions!

Captions are text that appear on the screen and provide a written version of spoken words, sound effects, and other audio content. They can be used for videos, photos, and even live streams, and they can make a huge difference for people with disabilities.

For example, captions can help:

* Deaf and hard of hearing people understand what's being said in a video or conversation.
* People with auditory processing disorder or autism spectrum disorder better process and comprehend information.
* People who are learning a new language or who are in a noisy environment follow along.
* And even people who prefer to read rather than listen to content.

So, whether you're posting a video on social media or sharing a photo, please take the time to add captions. It's a simple but effective way to make your content more accessible and inclusive for everyone. Let's work together to make the online world a more inclusive place for all!

### Post – Managing captions on Facebook

Hey there, Facebook community!

Did you know that you can add captions to your Page's videos to make them more accessible to everyone? Captions can improve the viewing experience for people who are deaf or hard of hearing, and for those who prefer to watch videos without sound.

Here's how to manage captions on Facebook:

* Click the flag icon next to Pages in the left menu from your News Feed.
* Go to your Page.
* Click Photo/Video at the top of your Page's timeline and select a video from your computer.
* After your video has uploaded, click Subtitles & Captions (CC) in the column on the right.
* Select whether you'd like to auto-generate captions, write them yourself, or upload a SubRip (.srt) file.
* Click Next, then click Publish.

Remember, if you choose to upload a SubRip (.srt) file, make sure that your caption files are correctly named and formatted before you upload them.

Let's work together to make our content more inclusive and accessible for everyone. Try adding captions to your videos and help make Facebook a more welcoming and inclusive platform! #SocialMediaAccessAbility4All #Accessibility #Captions #DigitalInclusion

### Post – how to enable auto-generated captions in Facebook Live

📣 Attention all Facebook Live streamers! Did you know that you can enable auto-generated captions for your broadcasts? This makes your content more accessible to people who are deaf or hard of hearing, and helps to improve overall inclusivity.

Here's how to enable auto-generated captions for your Facebook Live:

1. Click on "Live Video" at the top of your News Feed
2. Click "Create Live Video"
3. Click "Settings" and then "Viewer"
4. Tap the icon with three horizontal dots next to "Turn on auto-generated captions"

That's it! Captions will be automatically generated during your live video, making it easier for everyone to follow along. Let's work towards a more inclusive and accessible online community. #FacebookLive #Captioning #AutoGeneratedCaptions

### Post – Auto-generated captions for Instagram Stories and Reels

Did you know that Instagram has a feature that automatically captions your Stories and Reels? 🤯

By using the Captions Sticker, you can easily transcribe your video audio and make your content more accessible to everyone, including those who are deaf or hard of hearing. 🙌

To use this feature, simply go to the sticker tray while creating a video and select Captions. You can then edit the text, color, size, and placement of the captions to maximize accessibility. 🎨

Make sure to rewatch your video to check if the captions are correct, and don't forget to maximize the color contrast to ensure legibility. 👀

Let's work together to make our content more inclusive and accessible for all. 💜 #Accessibility #InstagramAccessibility #CaptionSticker

## Audio-description

### Post – Tips for writing audio-descriptions

"Are you a content creator or filmmaker looking to make your work accessible to visually impaired audiences? Audio descriptions can help bring your work to life for those who can't see it. Here are some tips for writing effective audio descriptions:

* Be concise: Use simple and clear language to describe what's happening on screen. Avoid using unnecessary details.
* Be objective: Describe the action or scene objectively, without making assumptions about the characters or their emotions.
* Be specific: Use specific details to help the listener understand what's happening on screen. For example, instead of saying "a car drives by," you could say "a red sports car speeds down the street."
* Be timely: Describe actions or events as they happen on screen, rather than before or after they occur.
* Be consistent: Use consistent language and tone throughout the audio description.

By following these tips, you can create audio descriptions that enhance the viewing experience for visually impaired audiences. Let's work together to make the world a more accessible place for everyone!"

## Alt-text

### Post – What’s Alt-text

"Did you know that using alt-text can make your social media posts more inclusive for people with visual impairments? Alt-text is a short description that can be added to images, allowing screen readers to convey the information to those who may not be able to see the image.

By taking a few extra seconds to add alt-text to your images, you're making your content accessible to a wider audience. Whether it's a meme, a selfie, or an important infographic, alt-text ensures that everyone can understand the message you're trying to convey.

So, let's all do our part in making social media a more inclusive space by using alt-text in our posts. It's a simple yet powerful way to make a difference! #AccessibilityMatters #InclusiveSocialMedia #AltTextForAll #SocialMediaAccessAbility4All"

### Post – Tips for writing Alt-text

When posting images on Facebook, it's important to include alt text descriptions that help people who use screen readers to understand the content of the image. Here are some tips:

* Write alt text as if you’re describing the image to someone.
* Be descriptive and provide context about meaning, content, and/or function.
* Keep the description to 125 characters or less.
* Include punctuation, but avoid formatting such as bold, italics, etc.
* Call out graphs, charts, screenshots, collages, logos, or anything else that’s not included in a basic photo.
* For text in images, start off with the statement “With text that reads…” followed by the verbatim text in quotes.

Let's make sure our content is accessible to everyone! #AccessibilityMatters #InclusiveSocialMedia #AltTextForAll #SocialMediaAccessAbility4All

### Post – How to add alt-text on Facebook:

Did you know that you can add alt text to your photos on Facebook? Alt text provides a description of your photo for people who use screen readers or have visual impairments.

Here's how to add alt text before you post your photo:

1. Click on Photo/Video at the top of your News Feed.
2. Select the photo you want to add alt text to.
3. Hover over the photo and click on the pencil icon to edit.
4. The automatically generated text will appear on the left side of your photo. Click on "Override generated alt text" to edit it.
5. Write your alt text in the box. To change back to the automatically generated text, click "Clear".
6. Click "Save" in the bottom left corner to save your alt text.

Remember, adding alt text to your photos makes your content more accessible and inclusive to everyone. Take the time to add it to your photos, and don't forget to edit it if necessary! #InclusiveSocialMedia #AltTextForAll #SocialMediaAccessAbility4All #FacebookTips

## Saksham’s Curriculum

### Post - Use our curriculum

"Are you interested in making your social media content more accessible? Use Saksham’s curriculum for learning social media accessibility!

It covers everything from alt-text and captioning to color contrast and hashtags. Whether you're a social media manager, content creator, or simply interested in making your online spaces more inclusive, it has something for you.

Best of all, the curriculum is completely free and accessible to everyone. So why not give it a try and see how you can make a difference in the lives of those with disabilities?

Let's make social media accessible for all! #AccessibilityMatters #InclusiveSocialMedia #LearnAccessibility"

### Post – Become Agents of Change

Are you ready to become agents of change? With our curriculum, you can learn how to make your social media content accessible for all. With our tips and guidelines, you'll be able to create posts, photos, and videos that are enjoyable for everyone, including those who use assistive devices for communication.

Join us on this journey to make social media a more inclusive and accessible space for all. Let's work together to ensure that every conversation remains accessible to everyone. We're excited to be a part of this change and can't wait for you to get started! #AgentsOfChange #SocialMediaForAll #AccessibilityMatters.

## GIFs

### Post – Using GIFs the accessible way

Hey Instagram fam!

Did you know that strong visual patterns like strobing, flickering, blinking, and flashing can make it 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.

As designers and content creators, we want to ensure that everyone can engage with our content, regardless of any disabilities they may have. To make our content accessible for everyone, we recommend that GIFs flash no more than three times per second and run for less than 5 seconds.

Let's be mindful of designing with accessibility in mind, and make sure our content is inclusive and accessible to all.

Spread the word and let's make the digital world a more inclusive place for everyone! #DesigningWithAccessibilityInMind #DigitalInclusion #SocialMediaForAll

## Colour Contrast

### Post – On Colour Contrast

Hello Facebook community!

We all want to make sure that our content is readable and accessible for everyone, right? Here are some tips to keep in mind when designing with accessibility in mind:

* 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 a 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.

To ensure that our content is easy to read and accessible for everyone, we recommend placing text over a solid, high-contrast background and increasing the contrast between the text and its background.

Let's make sure that our content is inclusive and accessible for everyone, let's design with accessibility in mind!

## Emojis

### Post: Using Emojis

Hey, Instagram community!

Did you know that text-based emoticons like : - ) can be difficult for many people to read or understand? This includes individuals who use screen readers.

But don't worry, there's an easy fix! Try using emojis instead – those cute little pictures that convey emotions and ideas. For example, use the smiley face emoji 😀 instead of : - ) .

By using emojis, we can make our content more inclusive and accessible for everyone. Let's make sure that we're designing with accessibility in mind and making our content easy to understand for all.

Spread the word and let's work towards a more inclusive digital world for everyone! #DesigningWithAccessibilityInMind #DigitalInclusion #SocialMediaForAll #emojis

## Hashtags

### Post: On Hashtags

Hey, Instagrammers! 👋

📢 Did you know that using CamelCase in hashtags can make them more accessible for people with visual impairments?

Capitalize the first letter of each word, like #BestFriendForever, instead of #bestfriendforever.

It makes hashtags easier to read and helps screen readers pronounce them. #AccessibilityTips #InclusiveDesign 🌟

## Creating for Creating Accessible Content

### Post: Tips on creating content

Hey, Instagram fam!

When creating content, it's important to consider how easy it is for everyone to read and understand. Here are some tips to make your posts more accessible:

📝 Use simple language and shorter sentences whenever possible. Longer sentences can be harder to follow and understand, especially for people with cognitive and learning disabilities.

📝 Avoid writing in all capital letters. Instead, use sentence case - this makes it easier for everyone to read and helps avoid confusion.

By following these tips, we can make sure that our content is inclusive and accessible for all. Let's keep working towards a more inclusive digital world! 💪🌎

#DigitalInclusion #SocialMediaForAll #MakingEveryConversationAccessible