Why Social Media AccessAbility Is Important

#SocialMediaAccessAbilityForAll

Alt Text - A boy and a girl standing next to a giant smartphone as they hold the different features the device offers. In the background you see the notifications icon and mail icon.
Why It's Important

Before we dive into this curriculum, let's explore why it is so crucial that we communicate the accessible way on social media?

01. Most businesses, governments, news channels, and people now have Facebook, WhatsApp, and Instagram accounts where they share many of their products and news. We wouldn’t want anyone to miss out on these opportunities, news, and information.

02. Today, social media isn’t just a space where you talk to your friends. From getting to know about upcoming scholarships, to sharing e-books and chapters, to even learning about tough mathematics concepts through YouTube, it's where learning happens. Did you know a study conducted last year with participants with disabilities found that 80% of participants used social media for their education and training? Social media as a learning tool opens tremendous opportunities for all, but it can do that if we make sure our content is accessible.
Why It's Important

During the last few years we all saw how Covid disrupted our lives as we couldn't step out or meet our friends. **Social media continued to ensure that we all could talk to our loved ones and communicate.** It allowed us all to remain connected. This connection is important but it must be open to all, won't you agree?

The Government of India and International **laws also protect every individual's access to information**, including that of India’s 26 million+ persons with disabilities.

Alt Text - A girl and a boy appear to be looking into each other’s lives through chat bubbles.
Social Media impacts everyone, including content access for millions and billions of people in India and across the world. No, we aren’t exaggerating.

Facebook has 2.91 billion monthly active users; YouTube has 2.56 billion monthly active users; WhatsApp has 2 billion monthly active users; Instagram has 1.48 billion monthly active users!

What’s more? India has 467 million active social media users and the world’s largest audiences on all these platforms - Facebook, YouTube, WhatsApp, and Instagram!