Social Media Accessibility

Web accessibility refers to inclusive practices that enhance inclusivity for people with disabilities by removing barriers that prevent their full engagement and navigation with social media. Social media platforms such as YouTube, Twitter, Instagram LinkedIn and Facebook serve multiple purposes, such as sharing information, building community, and engaging in social and political practices. It is highly recommended that we use descriptive texts for clarification when sharing information or providing links.

Below are some guidelines to increase accessibility in information sharing for people with vision loss and people who use screen readers and voice recognition software.

Making Information Sharing Links Accessible

1. When using **acronyms**, it is important to use the full name associated with the acronym. Screen reader technology does not understand acronyms. For example, instead of using the acronym, OHRC as in (a)

    a. Know your rights under the OHRC protected grounds.

    Please use full name associated with acronym as in (b)

    b. Know your rights under the Ontario Human Rights Code protected grounds.

2. When using **hashtags**, it is recommended that hashtags be placed at the end of tweets to increase readability. For example, instead of placing hashtags at the beginning, as in (a):

    a. #StudentAccessibility #Humber Students can book appointments or drop by the office to make an appointment.

    Please place hashtag at the end, as in (b)

    b. Students can book appointments or drop by the office to make an appointment #StudentAccessibility #HumberCollege

3. When **sharing links**, it is important to avoid using "click here". Screen reader technology does not communicate the idea of opening a link. It is recommended that we provide descriptive information that clarifies what is behind the link and how to get at it. For example, instead of using 'click here", as in (a):

   a. [Click here](#) – to register for Diversity & Inclusion workshops.

Please use the (b) format with descriptive information:

   b. For further details on our upcoming Diversity and Inclusion workshops, please go to [the registration page for Spring 2018](#).

References

1. Why Your Links Should Never Say "Click Here" Retrieved December 18, 2017, from https://www.smashingmagazine.com/2012/06/links-should-never-say-click-here/

2. How to make images accessible for people. Retrieved December 19, 2017, from https://help.twitter.com/en/using-twitter/picture-descriptions

3. How does automatic alt text work? Retrieved December 18, 2017, from https://www.facebook.com/help/216219865403298?helpref=faq_content

4. Social Media for the Visually Impaired. (2017, September 21). Retrieved December 18, 2017, from https://brailleworks.com/social-media-for-the-visually-impaired/