Our **FAVE** Tips
for Social Media Accessibility

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The acronym **FAVE** can help you remember four of the most important elements for social media accessibility: Formatting, Alt Text/Images, Video and Emojis. Key dos and don'ts for each below!

Formatting

✅ Do use Camel Case in hashtags and tags (capitalizing the first letter of each word #LikeThis)

✅ Do use punctuation like periods and commas, which tell a screen reader when to pause.

❌ Don't use creative formatting, **like writing tweets as two columns**.

❌ Don't use **ASCII art**. If necessary, upload the art as an image with alt text.

❌ Don't use **SpongeBob Case** (when upper and lowercase is varied throughout the post LikE tHiS).

❌ Don't copy and paste **custom fonts and styles** into social media posts. Use the default font.

Alt Text/Images

✅ Do always use alt text when uploading images to social media.

✅ Do write alt text in plain language.

✅ Do be objective.

✅ Do focus on accuracy, not length.

✅ Do use personal identifiers (race, age, sex) only when needed or appropriate.

✅ Do include any words that are flattened on the image and can't be read by screen readers.

❌ Don't write "photo of" or "image of" at the beginning of alt text.

❌ Don't add **emojis, links, hashtags or symbols** to alt text.

❌ Don't be overly ornate or use fancy language.

❌ Don't include nonessential information.

Video

- ✅ Do give a brief self-description during intros on live events/webinars.
- ✅ Do include (preferably closed) captions on videos.
- ✅ Do produce a version of the video with audio descriptions when possible.
- ✅ Do include a transcript for audio-only products like podcasts.

Emojis 😍

- ✅ Do check the description of the emoji on **Emojipedia**.
- ✅ Do use emojis at the end of the post.
- ❌ Don't change the skin tone of the emoji (use the default yellow).
- ❌ Don't use emojis as bullet points in a list.
- ❌ Don't use **excessive amounts** of emojis.
- ❌ Don't sprinkle emojis throughout the post copy.

These tips are informed by industry-wide best practices, including the work and advocacy of **Accessible Social's** Alexa Heinrich, who consistently inspires us with insights and examples.

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