|  |  |  |  |
| --- | --- | --- | --- |
| Social Media Accessibility |  |  |  |
| Language | Yes | No | Comments |
| You have used plain English for social media posts. This means language that is basic and clear. |  |  |  |
| If you can think of a [shorter alternative](https://15b47294-6c7c-450c-b602-701b238a0ce5.filesusr.com/ugd/a3dfb0_5f2777ffaac8416e901a6d33f8bb9e79.pdf) to a wordy phrase, you go with the shorter one |  |  |  |
| Hashtags | Yes | No | Comments |
| The first letter of each word in a hashtag is capitalized, making it easier for screen readers to function |  |  |  |
| Short hashtags are used |  |  |  |
| Acronyms | Yes | No | Comments |
| Acronyms are spelled out when used the first time, with the acronym added after in parenthesis. For example, National Hockey League (NHL). |  |  |  |
| If there is not enough space in a post or a tweet, you have tried to use another way of expressing the acronym, or you link it to its corresponding page on the platform |  |  |  |

Social Media Accessibility Checklist

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| --- | --- | --- | --- |
| Images | Yes | No | Comments |
| Alternative text has been added to images, and if that is not possible on a specific platform, a description of the image is provided |  |  |  |
| If your tweet links to photo, video or audio content, make your tweet act as a descriptive caption so it provides context for the item |  |  |  |
| Links | Yes | No | Comments |
| If your post links to a video, photo, or audio file, you have mentioned this in the content |  |  |  |
| If your post links to a page that features videos, photos, or audio, you have included as much descriptive text as possible, so users have an idea of what to expect upon arrival |  |  |  |
| Videos and Captioning | Yes | No | Comments |
| You have created captions for videos you post, using a free tool such as [Handbrake](https://handbrake.fr/) |  |  |  |
| You have reviewed NYU’s [captioning tipsheet](https://a3dfb0c5-b341-48b1-b9a9-da695ea4214c.usrfiles.com/ugd/a3dfb0_addad827db884fe0846ccfe51355a48d.docx) |  |  |  |
| Contact Info | Yes | No | Comments |
| A customer support email is included somewhere on your page, allowing users who may be struggling to access your online content to get in touch |  |  |  |