Social Media Accessibility for CSULB

Making Your Content Accessible

- Provide additional ways to contact your organization such as an 800 number, a Contact Us form or a general contact e-mail address for more information.

- Always put your main content first and put hashtags and @mentions at the end of a post – this is particularly important for screen reader users.

- Photos, Videos and Audio

    o If a tweet contains an image, video or audio indicate this at the beginning of the content using the prefix [PIC], [VIDEO] or [AUDIO].

    o In addition, if a tweet or Facebook post includes one of these items, be sure to link back to the web page that contains the image, video or audio with a full caption/transcript.

- Avoid the use of acronyms, abbreviations and text messaging shortcuts.

- If you are linking to a PDF document, make sure the document is tagged properly and accessible. If it is not, also provide a link to a text alternative.

- For blogs, ensure proper HTML markup is used such as headings, paragraphs and lists to help orient users and ensure clarity of the content.

For more information on social media and accessibility see: [Level Access: Accessible Social Media](#)

Twitter

How to add image descriptions in Tweets

1. Start by tapping the **Tweet compose** icon and attach your photo(s).
   Note: For detailed instructions about adding photos to your Tweets, read this [article](#).
2. On the image, tap **Add description** to insert descriptive text.
3. Type your description of the image and tap **Apply**. Tap the description again to edit it prior to posting the Tweet. (The limit is 420 characters.)
4. You can add a description to each image in a Tweet.
   Note: Image descriptions cannot be added to GIFs or videos.

For specific information on posting images on iOS, Android and the Twitter website, see: [Making images accessible for people on Twitter](#)

Facebook

- [Adding Captions to Posted Images](#)
- [Automatic Alt Text](#)

Other Links

- This site provides tips on government social media, but they can be translated to CSULB needs: [General Social Media Accessibility Tips](#)
- [How to Be More Accessible on Social Media](#)