

Golden Rules of Social Media Accessibility

Social media is a significant part of communication and no longer exists on the edges. Health practitioners and individuals use social media to share valuable information from emergency messages and breaking health news, to behavioral tips and service offerings. It is critical to take advantage of existing tools and couple those with accessible posts, tweets, infographics, multimedia, and status updates, to improve lives, remove barriers, provide correct information, and help people in making informed health decisions.

Using existing guidelines, **simple modifications can be made to current social media content to ensure it is useful for all.** The tips and tools provided can continue to bridge gaps for an increasing population of disabled individuals and ensure service missions are not only met, but exceeded.

The 5 “Golden Rules” of Accessible Social Media Content

1. Be reachable.

Add contact info to your profile such as a web address, phone number, and e-mail so users can reach your organization.

2. Be redundant. Post content on multiple social media channels to provide easy points of entry.

3. Be a source. Learn about accessibility issues, tools, and tips from accessibility teams, and share them with your followers.

4. Be simple. Write in plain language, and limit use of acronyms, hashtags, and abbreviations.

5. Be considerate. Consider the user’s perspective. Information presented visually or aurally needs corresponding text components.

If you can not make it accessible within the social media channel, post accessible versions on your Web site and provide links from the social media site to the accessible version.



For specific tips on each social media channel, visit:
www.danya.com/SMA_Poster.asp

