# **Salisbury University Social Media Accessibility**

## **What is the purpose of accessible social media content?**

Social media has become an important tool for both engaging audiences as well as promotion. As such, members of the Salisbury University community have begun utilizing social media to connect with a variety of audiences as well as to promote events held for SU community members.

Just as content on SU’s website must be accessible by everyone regardless of ability. Content on any of SU’s official social media accounts must also make the best attempt to be accessible to everyone.

Social media platforms such as Facebook, Twitter and Instagram are inherently inaccessible because the structure of these platforms differ so much from typical web pages. However, by presenting content using certain guidelines outlined below we can ensure or content is as accessible as the specific social media platform allows.

## **Facebook**

Facebook is one of the most popular social media platforms of the last decade. Although Facebook has recently made a lot of changes to improve user accessibility, it still has a number of issues.

### **Know un-fixable issues**

1. Facebook uses a Timeline Layout, which can be disorienting to users and hard to navigate.
2. Facebook often changes it layout and location of buttons/features on its site. This can be difficult for visually impaired users who become accustomed to the current layout.
3. Facebook still uses Google ReCaptcha in its signup process, which can be difficult for users to use.

### **Issue you can avoid**

1. General Tips
   1. Inside the “About” section of your Facebook ensure there is a link to your website. This provides a user with a more accessible friendly way to get information about your organization.
   2. Include ways for your organization to be contacted. This allows users who might not be able to access your Facebook to contact you directly and ask questions.
2. Photos and Videos
   1. Photos
      1. While Facebook does not allow users to add Alternative text for images, Facebook does add its own alternative text to images. While this is useful, it is nowhere near descriptive enough.
      2. When you upload an individual image to Facebook, you should provide a descriptive image of the photo as an image caption in the provided text area.
      3. If photos are uploaded to an album, you must go back and edit each individual photo and add a descriptive photo caption.
   2. Videos
      1. Videos that are posted to Facebook must contain captioning. The Web Office can assist in this. Please reach out using out web request system. [Web Office Request System](https://webapps.salisbury.edu/webrequest/)

## **Twitter**

Twitter is a popular social media platform. It is often uses live updates of news/events.

### **Issues you can avoid**

1. Photos
   1. Twitter supports adding alternative text to images so that users who might have difficulty viewing the image can get the information conveyed in the image.
   2. To turn on alternative text for image, go into the Privacy and Settings in your Twitter account. Under “Privacy and Settings” you will find accessibility options. Turn on “Compose image descriptions.” This will allow you to describe each image posted to Twitter.
2. Videos
   1. Just like Facebook, Twitter videos need to contain closed captioning. The Web Office can assist in this. Please reach out using out web request system. [Web Office Request System](https://webapps.salisbury.edu/webrequest/)
3. Text
   1. Using # or hashtags in your tweets allow users to find your tweets faster and more accurately.

## **Instagram**

Instagram is a popular social media platform used to showcase images.

1. Photos
   1. Instagram does not currently support adding alternative text to images, but you can use the Post Description area to describe the picture in your post.
2. Videos
   1. It is recommended to not add videos to Instagram. Instagram videos are extremely challenging to add captions too. The Web Office will make every effort to support your needs. If you must have videos on Instagram, please reach out to the Web Office. [Web Office Request System](https://webapps.salisbury.edu/webrequest/)

## **YouTube**

YouTube is a social media platform that allows user to stream videos and share content.

1. Videos
   1. YouTube provides a way to automatically caption video. This works well for shorter videos, but you will need to review and correct mistakes made by the automated caption software.
   2. Longer videos can be captioned this way, but you will still need to review the entire video and correct mistakes. Because of this, contact the Web Office to help caption longer videos. [Web Office Request System](https://webapps.salisbury.edu/webrequest/)