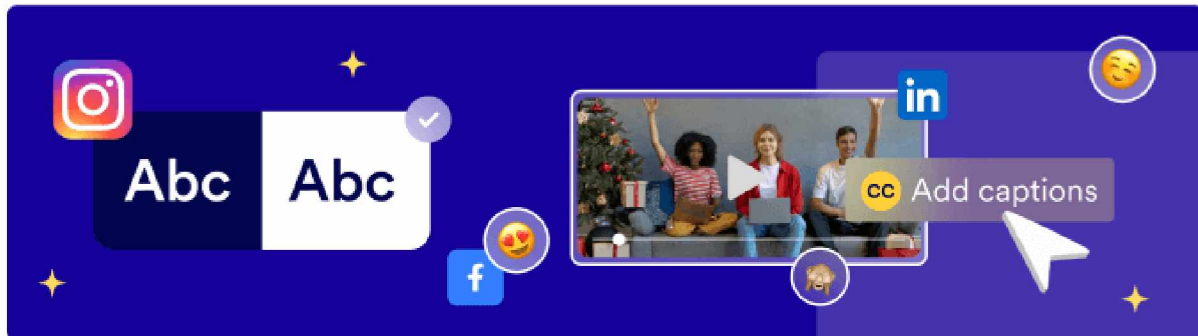


Your Accessible Social Media Post Checklist

Here are the accessibility tips you need to make your social media posts inclusive this holiday season.



Make images glitter with alt text

To make your holiday posts stand out and include everyone, [add alternative \(alt\) text](#) to your social posts' images.

- ☐ [Add alt text to Instagram posts](#)
- ☐ [Add alt text to LinkedIn posts](#)
- ☐ [Add alt text to Facebook posts](#)

The more captions, the merrier

Add closed captions to your reels, stories, and video content to see the impact on your holiday engagement and advertising.

- ☐ [Create Accessible Instagram Posts](#)
- ☐ [Make Accessible LinkedIn Posts](#)
- ☐ [How to Turn on Captions on Facebook](#)

Deck your post with the right colors

Make sure your color contrast ratio allows your audience to distinguish foreground text from the background color.

- ☐ Use a ratio of 4.5:1 for normal text under font size 18
- ☐ Use a contrast ratio of at least 3:1 for font size over 18 or size 14 bold

Share joyful hashtags and emojis

- ☐ Keep the emojis at the end of the sentence
- ☐ Capitalize the first letter of each word in your hashtag

Light it up, but with limited flashes

If you use flashing images or videos in your posts, keep it to a maximum of 3 flashes per second.