



SOCIAL MEDIA DIGITAL INCLUSION TOOLKIT



SMMS – Digital Inclusion

Inclusive design principles by Microsoft provide a good digital inclusion framework:

1. Recognise exclusion
2. Solve for one, extend to many
3. Learn from diversity

Very often inclusive design benefits everyone.

Why accessibility matters for social media

- Inclusive design increases access. Without accessibility you miss out on connecting with your full potential audience
- There are 14.6 million disabled people in the UK, this represents 22% of the total population. That figure increases significantly when it accounts for temporary and situational disabilities. Non-inclusive content and experiences push people away and it's not always easy to pinpoint when that happens. Excluded web visitors often don't complain: 71% just leave
- A 2018 survey of Facebook users in 50 countries found that more than 30% of people report difficulty with at least one of the following: seeing, hearing, speaking, organising thoughts, walking or grasping with their hands
- Keeping social media accessible means recognising exclusion, learning from your followers and presenting information in the clearest ways possible.
- Everyone likes to see inclusivity in advertising. According to a recent survey by Google, 64% of people took an action after watching an ad they considered to be inclusive



What we do

1. Make text accessible

Writing with clarity makes text more accessible and understandable. And that benefits everyone, it's as simple as that.

- Write in plain language
- Don't overuse caps
- Capitalise the first letter of each word to make hashtags more legible
- Put hashtags and mentions at the end
- Avoid saying "click here." Use descriptive call-to-actions like: Sign up, Try it for free, or subscribe
- Limit emoji use

2. Add Alt-text to Images (Facebook, Twitter, LinkedIn)

Descriptive captions and alternative text (also known as alt text) allow people to visualize images when they can't see them.

- When it's not possible to add alt-text include descriptive captions
- Try to convey the context of images
- Avoid saying "image of" or "photograph of"
- Mention colour if it is important to understanding the image
- Share humor



What we do

3. Add caption to videos

- The primary use for captions is to assist people with hearing impairments, they also help language learners and viewers watching with sound off. Captions even benefit children learning to read
- Data from Facebook shows that branded content designed for sound off was rated as having 48% more relevance and 38% more brand interest
- Internal tests at Facebook found that video ads that include captions see a 12% increase in view time on average
- Captions help with recall too. Multiple studies have shown that people who watch videos with captions are more likely to remember the content

4. Use a colour contrast of at least 4.5:1

- For people who are colour blind, or even those who've switched to grayscale to ward off the dopamine delivered by red notifications, colour contrast is important
- Avoid green, red, blue and yellow combinations, as they're difficult to read
- Text can be difficult to read on images, so consider using a solid background or opaque overlay





More Information about accessibility tools

Facebook: click the links below to view

- [Facebook Accessibility Page](#)
- [Facebook Accessibility on Twitter](#)
- [Facebook Accessibility Help Center](#)
- [Submit Facebook Accessibility and Assistive Technology feedback](#)

Twitter: click the links below to view

- [Twitter Accessibility account](#)
- [Twitter Able account](#)
- [Twitter Together account](#)
- [Twitter Safety account](#)
- [Share feedback on accessibility and other issues](#)

LinkedIn: click the links below to view

- [LinkedIn Disability Answer Desk](#)

Follow disability rights advocates such as

- [Alice Wong](#) (Disabled oracle. Founder of DisVisibility, Author)
- [The Black Disability Collective](#)

For perspective and understanding. Join conversations on social media with the hashtags #a11y #DisabilitySolidarity, and others that you find.

Information found on: <https://blog.hootsuite.com/inclusive-design-social-media/>