Social Media

Follow these best practices to help ensure your social media content is as accessible as it can be. For more information on social media accessibility, visit mn.gov/mnit/accessibility

Profile Tips

Social media pages often use preset colors and format. Account for these when you design your campaigns. Also, you may only be able to test results after publishing.

- **Don't use text in banner art images**

  Outside of your organizational name, assistive technologies do not recognize text in your banner photo. Only use text in text fields.

- **Use high resolution images**

  Images should be easy to see no matter how big they are viewed.

- **Use text colors that can easily be seen**

  When possible, choose good contrast between text and background. Validate your colors with contrast checkers such as webaim.org/resources/contrastchecker

- **Point of contact**

  List a point of contact for business profiles to address questions.

Posting Tips

- **Add alt text to images**

  When this is not possible, describe image in clear, concise terms as part of the post. This includes pictures, clip art, tables and charts.

- **Place hyperlinks toward the end of the post**

  Let people read your message before providing the link. Consider adding [PIC], [VIDEO], [AUDIO], or [PDF] before hyperlinks to help the reader know where they are going.

- **Put extra hashtags after hyperlinks**

  Hashtags can be complicated for those using assistive technology. One or two is ok in the main body; otherwise, post them at the end.

- **Use CamelCase for hashtags**

  Capitalizing the first letter in each word helps people decipher the hashtag.

- **Multimedia needs to be seen and heard**

  Any video you create or link to needs to have captioning. Podcasts must have transcripts. When writing a script, describe key visuals.

- **Use plain language**

  Clear content will engage more readers. Avoid acronyms.

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