



Social Media

Accessibility Quick Card

Follow these best practices to help make social media content accessible. For more information on social media accessibility, visit the [MNIT Office of Accessibility website](#).

Profile tips

Social media pages often use preset colors and formatting. Account for these in design campaigns. Also, testing contrast may only be possible after publishing.

Don't use text in banner art images

Assistive technologies do not recognize text in the profile banner photo. Only use text in text fields.

Use high resolution images

Use the highest resolution the platform supports, so viewers can easily expand images.

Use high-contrast text in images

Normal text to background ratio is 4.5:1. Non-text elements and large text (a minimum of 14pt bold or 18pt) ratios are 3:1. Validate design colors with contrast checkers such as [WebAIM's Contrast Checker tool](#).

Add a point of contact

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



Posting tips

Add alt text to images and objects

The alt text language must be the same as any text included in the image. This includes pictures, clip art, tables, graphs, and charts. If adding alt text in the image is not possible, describe the image in clear, concise text as part of the post.

Use emojis with care

Use emojis sparingly. Place them at the end of sentences and avoid substituting them for words. Test with assistive technologies, like screen readers or magnifiers, to confirm clarity and usability.

Place hyperlinks after the post

This allows people to read messages before clicking the link and leaving the post. Consider adding [PIC], [VIDEO], [AUDIO], or [PDF] at the end of links to help the reader know where they are going.

Put extra hashtags after hyperlinks

Hashtags can be complicated for those using assistive technologies. 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.

Emphasize the multi in multimedia

Post transcripts for podcasts. When writing a script, describe key visuals. Any video created or linked to must have captions. Embed captions directly into video files when the platform does not support closed caption files.

Use plain language

Clear, concise content will engage more readers. Avoid acronyms.



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