ACCESS:Good Practices
by Women Enabled International

Social Media

This document contains good practices for social media users to increase web and social media accessibility. By implementing these practices, organizations and individuals can enable people with disabilities or people using assistive technologies to fully engage with and participate in their online communities and conversations.

General Good Practices:

- Use a simple, sans-serif font, large font size, and high-contrast colors wherever applicable.
- Use plain language—avoid jargon, complicated words or references.
- Avoid ableist language. For more information, read:
  - ***Ableism/Language*** by Lydia X. Brown, Dec. 17, 2018, https://www.autistichoya.com/p/ableist-words-and-terms-to-avoid.html
- Avoid "inspiration porn" posts and language. For more information, read:
  - ***Are You Inspired by That Disabled Person or Shocked They Were Included?*** by Imani Barbarin, May 30, 2019, https://crutchesandspice.com/2019/05/30/are-you-inspired-by-that-disabled-person-or-shocked-they-were-included/
  - ***Please Stop Spreading 'Inspiration Porn' About Disability*** by Saidee Wynn, Oct. 17, 2017, https://themighty.com/2017/10/please-stop-spreading-inspiration-porn-about-disability/
- Before attaching content, include a brief description of what follows so users know what to expect from the post.
  - Example: When sharing a photo, include the word photo in brackets like this: [PHOTO]. You can do the same for [LINK], [VIDEO], [GIF], [FLYER], and so on.
- When posting about a specific person, always respect and defer to the way that person identifies themself.
  - Example: Autistic women or woman who uses a wheelchair.
  - Example: Today's story is about Leisel, a nursing student who has ulcerative colitis and depression. Read about how she has managed both since her diagnosis and what advice she has for others here [LINK] https://bit.ly/2VGeeM7

Make Content Accessible to Text-Reading Software:

- Use complete sentences free of abbreviations or acronyms.
- When sharing a link, consider using a link shortener like Ow.ly or Bitly so that text-reading software doesn't have to read out a long link.
- When using a hashtag, capitalize each word to make phrases easier to read.
  - Example: #MyDisabilityMatters instead of #mydisabilitymatters.

Use Closed-Captioning:

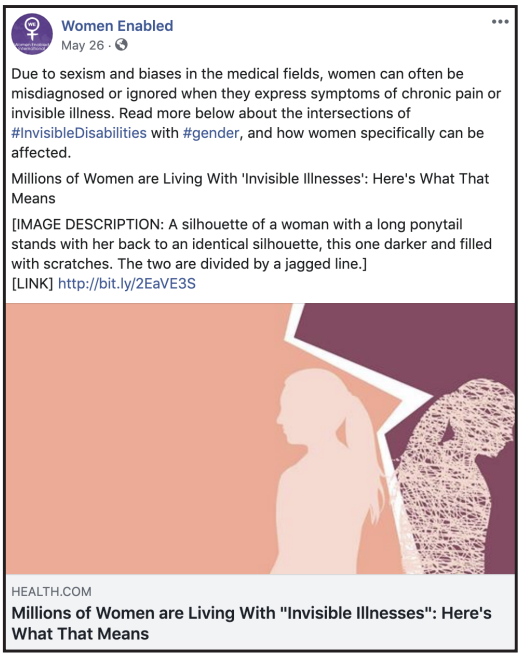
- When posting or sharing a video, provide directions on how to access closed captioning accordingly. If the video does not have captions, see if there is a version that does, or consider if there's another way to get the information across. You can easily add captions to your own videos using YouTube's built-in software, manually with a program like iMovie, or try these other options:
  - Amara.org
  - DotSub.com
  - Subtitle-Horse.com

- Make sure to use a simple font style, contrasting color, and large font size to ensure that your captions can be seen. Consider using a black background or text box and white text, or a similar contrast.
  - Example: WEI's YouTube video, "Caroline Atim Ogwang at CSW63" https://www.youtube.com/watch?v=EEMN5azWg9o

Use Image Descriptions:

- When posting or sharing photos, graphics, or images, include a description so that users with visual impairments can engage with the content. Your description should provide the user with basic information to understand the content and context of the image. An example of a facebook post with a link to an article about invisible illness is shown at the right. WEI has added an image description that reads "A silhouette of a woman with a long ponytail stands with her back to an identical silhouette, this one darker and filled with scratches. The two are divided by a jagged line."

- The same protocol can be used to provide users with a gif description. Be cautious about gifs that could be triggering to users prone to light-sensitivity or seizures, possibly adding a warning about flashing gifs, etc.



Women Enabled International, Inc.
1875 Connecticut Ave NW, 10th Floor
Washington D.C. 20009
www.womenenabled.org

womenenabled.org @womenenabled Women Enabled International