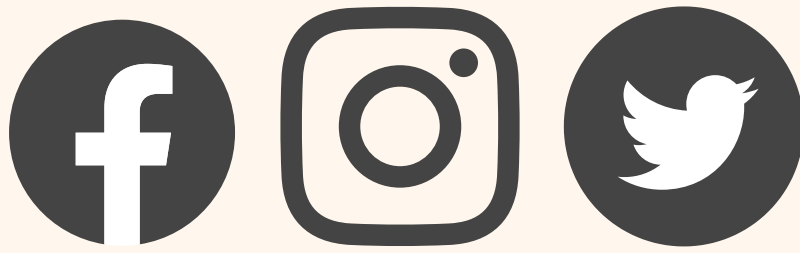


MAKE YOUR SOCIAL MEDIA POSTS MORE ACCESSIBLE



Over one billion people in the world have some type of disability. This fact must be considered when posting on social media.

USE SIMPLE LANGUAGE



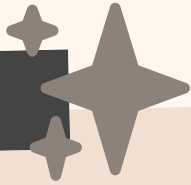
Use simple short sentences, long sentences are difficult to read and understand. Use upper and lower case letters, all upper case letters are hard to read.

USE HASHTAGS



When using hashtags capitalize the first letter of each word. Do not use all upper or lower case letters. Example Use #TourCayuga not #tourcayuga or #TOURCAYUGA

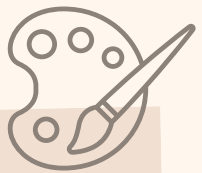
EMOJI'S



Do not use emoji's in place of text. Use emoji's to enhance the adjoining text or convey and emotion.

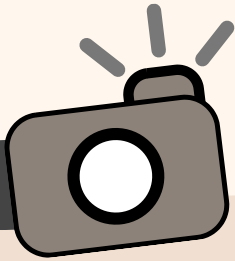


COLOR



Be aware of contrast, words are difficult to read when placed on top of a picture or placed against colored backgrounds.

PHOTO'S



It's important to fill out the ALT Text. Use descriptive words and clearly state what is in the picture. Length of description does not matter.

ANIMATED GIF'S



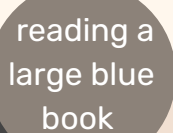
Avoid visual patterns, flashing flickering or blinking images.

AUDIO/VIDEO



Include a text transcript. This is helpful for those who are not only hard of hearing but for those who are viewing in a noisy area. Include any noises, sounds effects and references as to who is speaking.

ALT TEXT



Alt Text is text that describes the content of a image. It is important for:

- Website Accessibility
- As a text placeholder when images are slow to load or fail to load.

There are many Free Closed Captioning Software available for you to use to help you make your videos more accessible. Adobe offers free close captioning software that is highly rated by many users.
