

# Accessible Content Checklist

## For social media



### Tone of voice

Is the post clear?  
Have you avoided acronyms & jargon?  
Is it easy to follow?



### Hashtags

Have you used CamelCase hashtags?  
This means using a capital letter for each new word in the hashtag. For example: #YouGotThis



### Fonts

If you have used a font generator, click UNDO.  
This is not accessible in any way.  
**Do not use unreadable fonts!**



### Videos

Have you added captions to your video?  
Closed Captions are text-based representations on video of all spoken word, sound, narration, etc.



### Emojis

Have you used emojis? Use them sparingly and do not use them to replace words. This creates a negative user experience for screen readers



### Images

Have you added ALT text to all images?  
Alt text is used to describe all images, photos or graphics for those using screen readers.