



22nd Annual Virtual • May 9-11, 2023
Health Literacy Conference

How to Make Social Media Accessible to All Audiences

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Evoke Kyne

Today's Presentation



- Understanding social media user experience
- Best practices for content development
- Navigating social media accessibility features
- Examples & case studies
- Your role in health literacy

Social Media Usage

- Nearly **90%** of U.S. adults turn to social media for healthcare information
- More than **75%** of Americans use social media to research their health symptoms
- **90%** of individuals age 18-24 say they trust medical information shared on their social media feeds



A Universal Approach to Social

A user's social media experience may be affected by things like:



Low/no
vision



Hearing
impairment



Neurodiversity



Mental
health



Physical
health



Comfort
with tech

Writing Social Copy

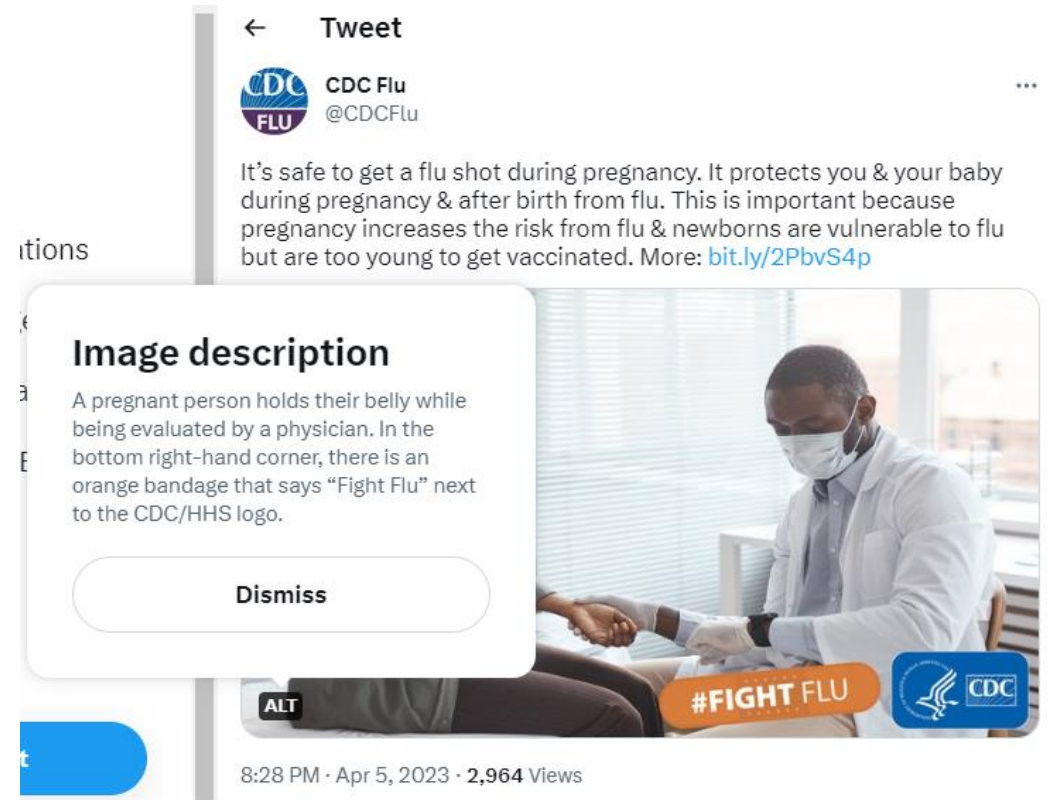
- Use plain language and active voice
- Avoid medical/industry jargon
- Write out acronyms
- Be mindful of language
- Adjust ableist turns of phrase
- “Camel case” hashtags



The Basics of Alt Text

What is it? Alternative text, or “alt text,” is HTML code that describes the appearance or function of an image on a page.

How do people experience it? Alt text is read aloud by a screen reader, displayed if an image fails to load, and is read by search engine crawlers.



Let's Watch Alt Text in Action



Tips for Writing Alt Text

- Be specific and succinct
- Do not start with “Image of” or “Photo of”
- Focus on *non-decorative* content and design elements
- Plug in copy from the image, especially new information
- Provide context if tied to post meaning



Hell on Wheels 🔥♿️🔥
@rollwthepunches

Pro tip when writing image descriptions for folks: You're not writing a professional newspaper caption of a stock photo.

Just let blind and low vision users know what they might wanna see!



Hell on Wheels 🔥♿️🔥
@rollwthepunches

...

"A brown-haired man in a blue shirt smiles with a thumbs-up hand signal."

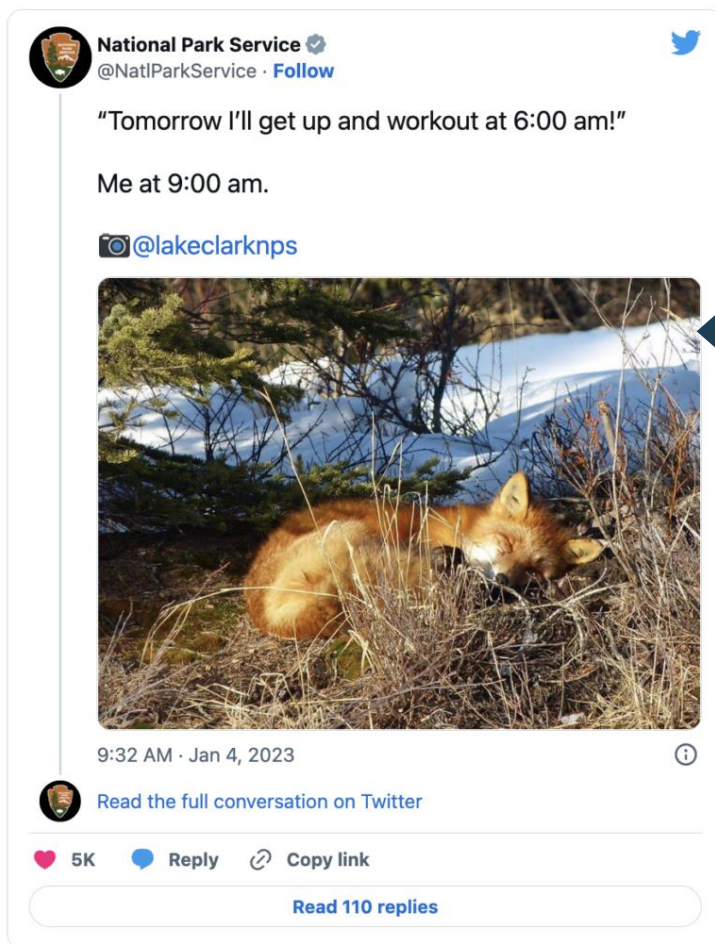
What guy? Is it you? Some rando you saw on the sidewalk earlier? A meme you got online? Is the thumbs-up to the viewer or something else in the shot? Is it a selfie or a candid? You CAN say it's you! ;)

12:34 AM · Jan 18, 2023 · 114.3K Views



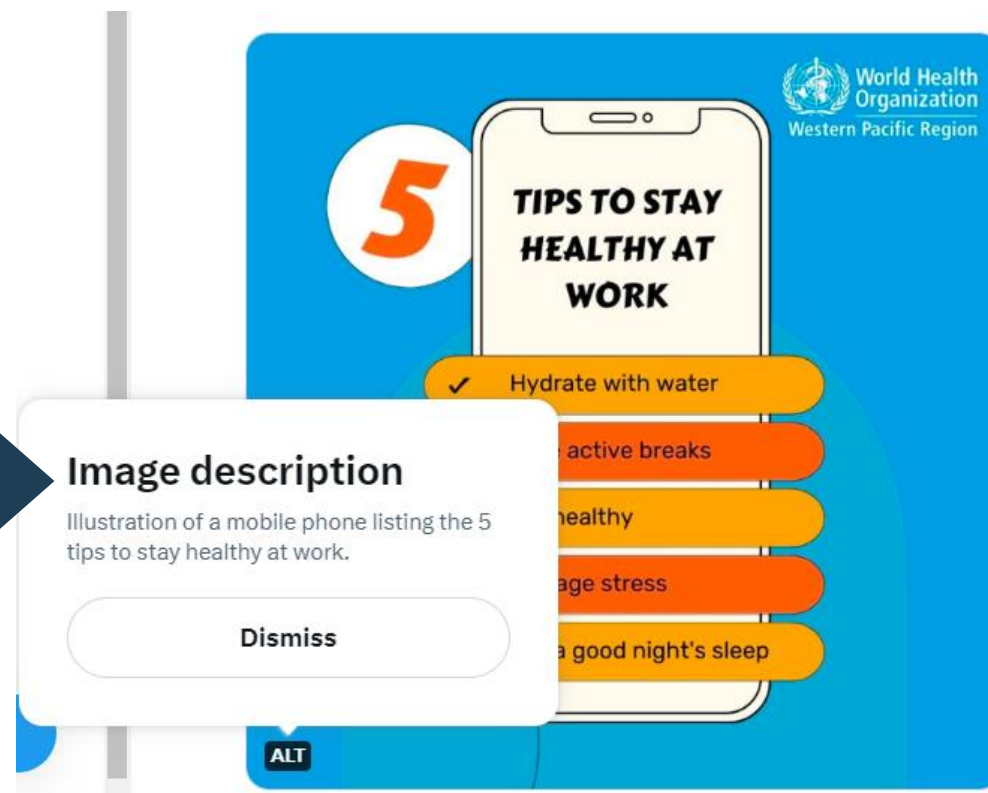
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Let's Explore Some Examples



What context would you provide to the alt text?

How would you improve this alt text description?

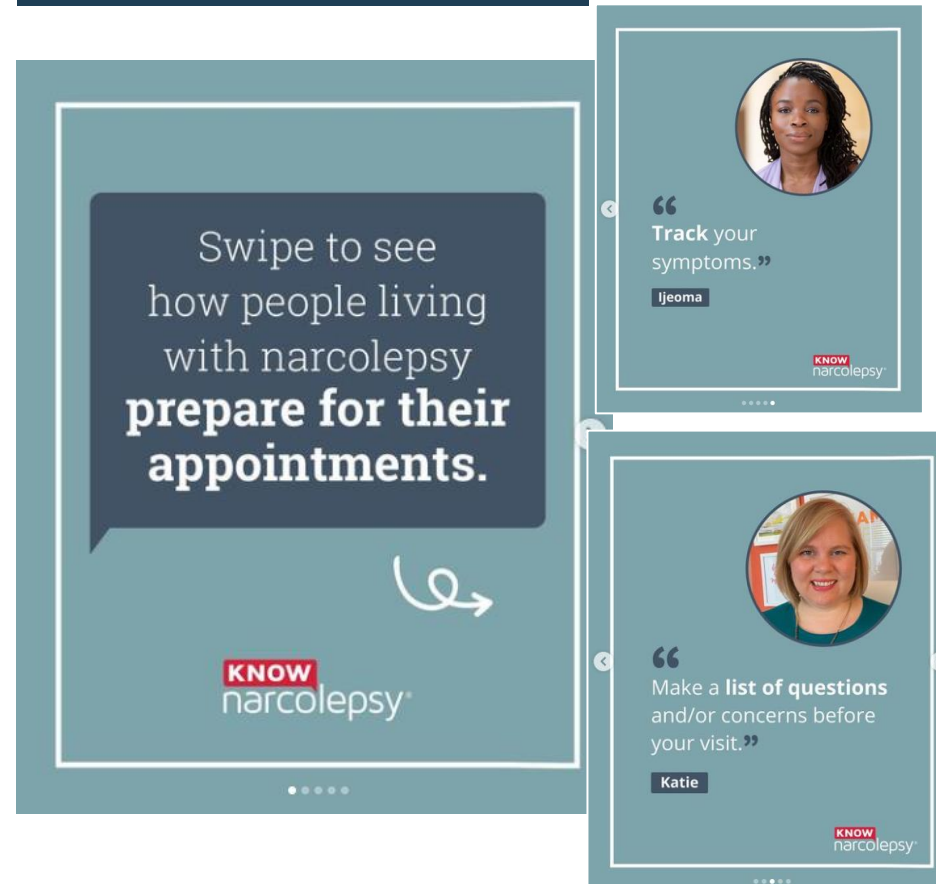


Creative Best Practices: Images

1 Apply color contrast



2 Avoid dense blocks of text

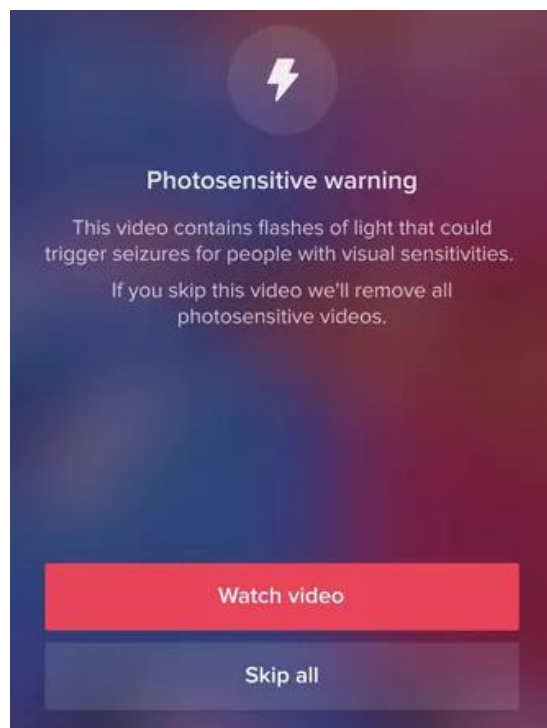


3 Reflect your audience



Creative Best Practices: Video

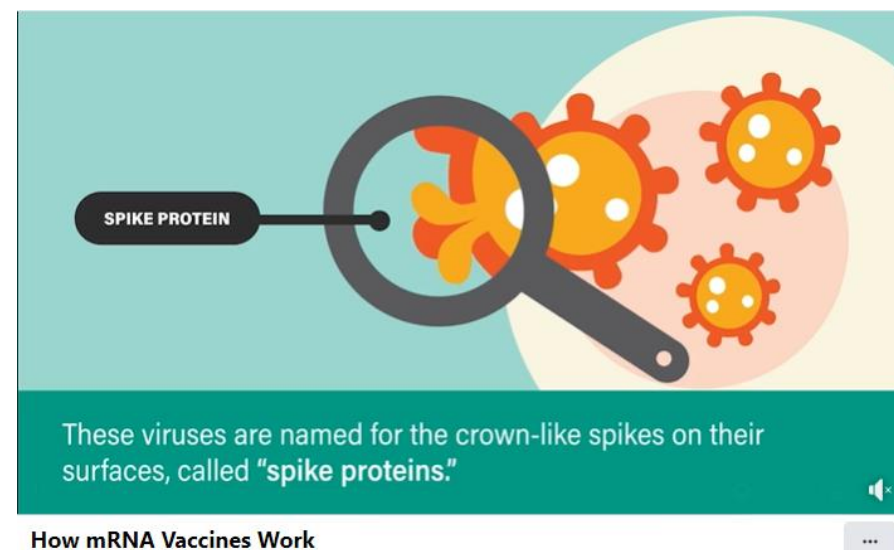
4 Avoid flickering lights



5 Caption all videos with sound



6 Voice over animations/text



Social Media & Accessibility Compliance

Most social media companies have dedicated centers for accessibility, focused on activities such as:

- Conducting product audits
- Hiring designers & engineers with lived experiences
- Coordinating with external accessibility consulting companies

Still, social platforms do **not** fully comply with ADA guidelines.



Meta Accessibility
November 2, 2022 · 🌐

extremely intelligent and completely blind.

Meta Diversity
November 2, 2022 · 🌐

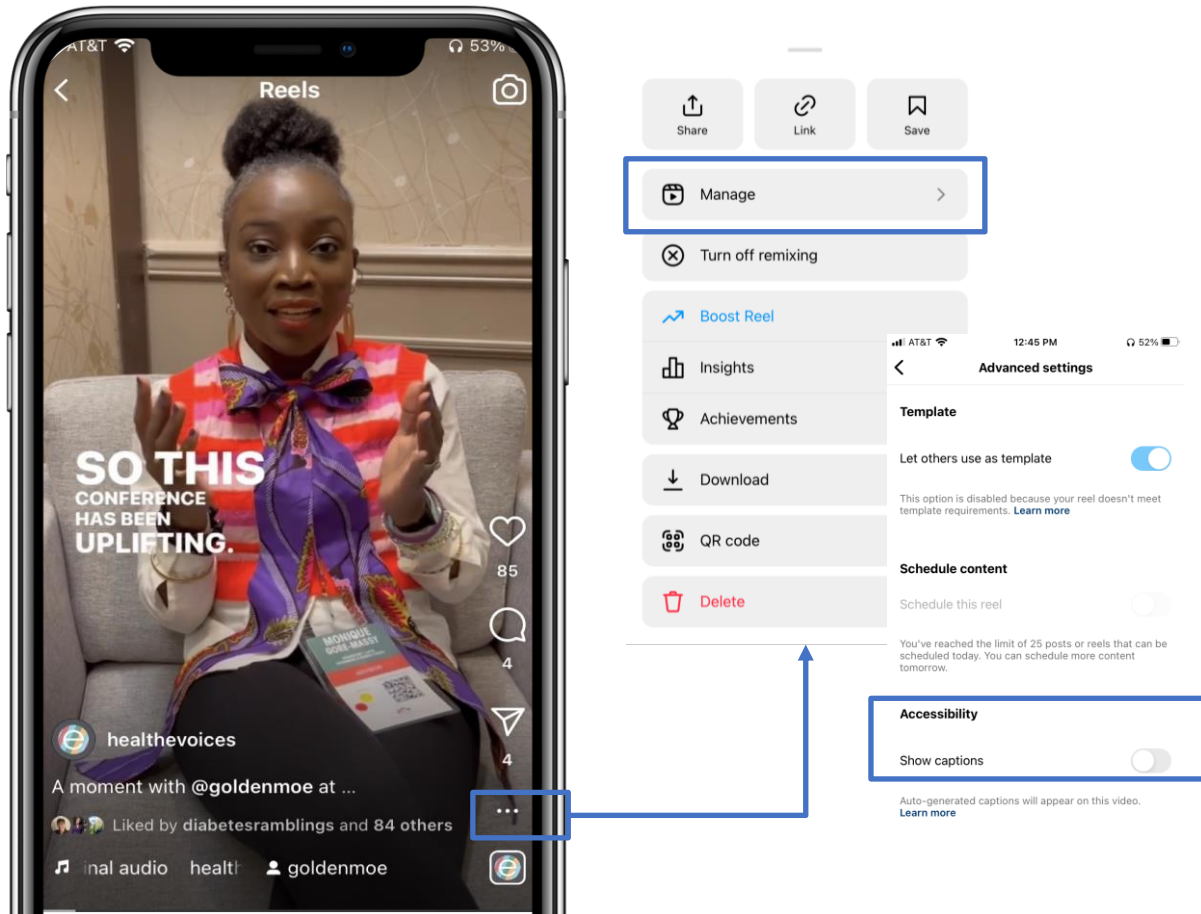
Meta's own Jack Chen and Team Sea to See have produced a full-length documentary film to bring visibility to the lack of employment for individuals who are blind. In The United States, roughly 70% of Americans who are visually impaired are either unemployed or out of the workforce entirely. Jack and his team aim to highlight and celebrate the people with disabilities who are thriving – whether in the professional world or on the racecourse. At Meta, we will continue investing heavily to grow a diverse pool of talent by ensuring our people processes and tools are consistent, fair, and equitable for everyone. visit www.surpassingsightmovie.com for more information!

258 183 comments 18 shares

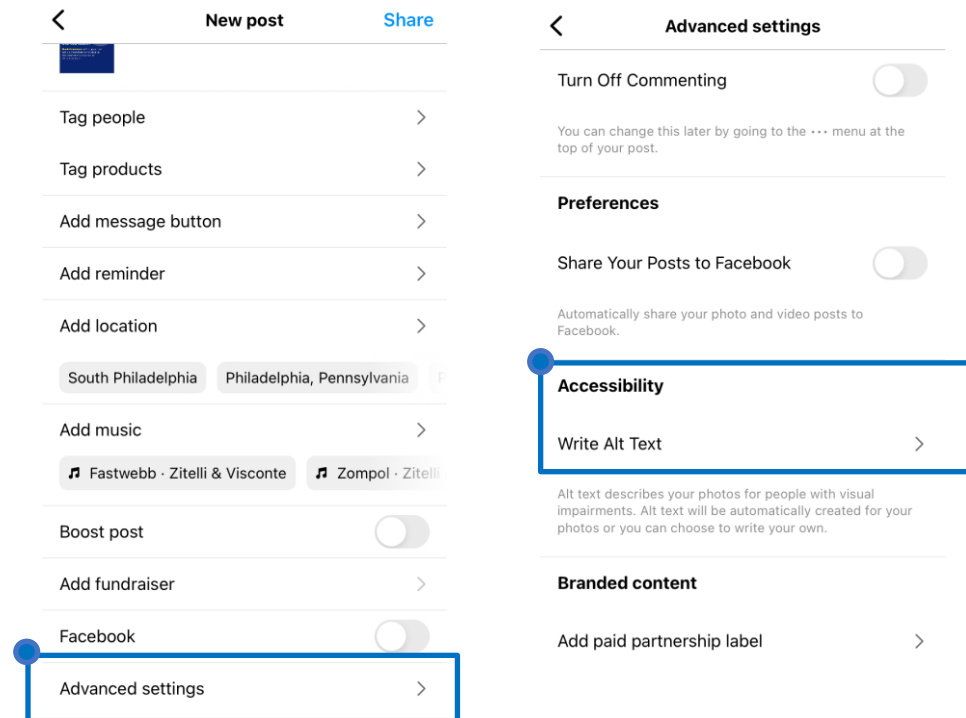


Accessibility Features on Instagram

Enabling Video Captions

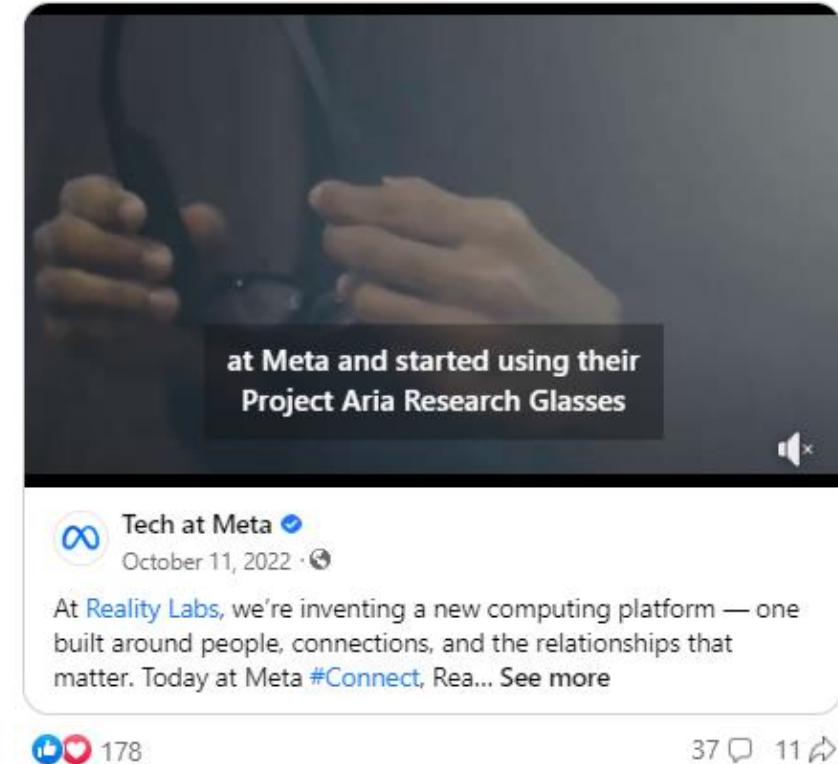
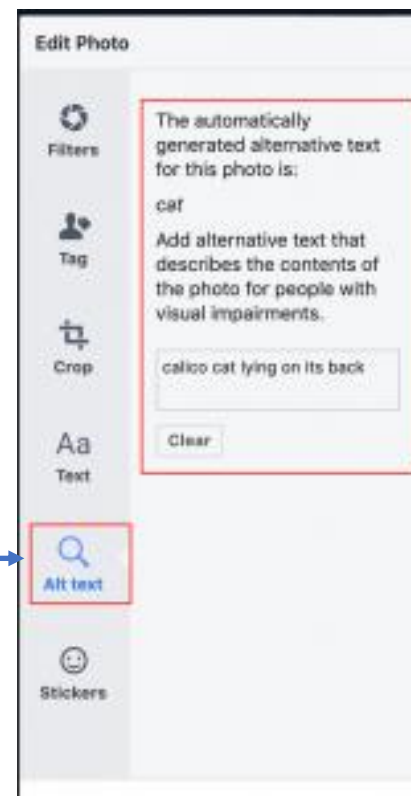
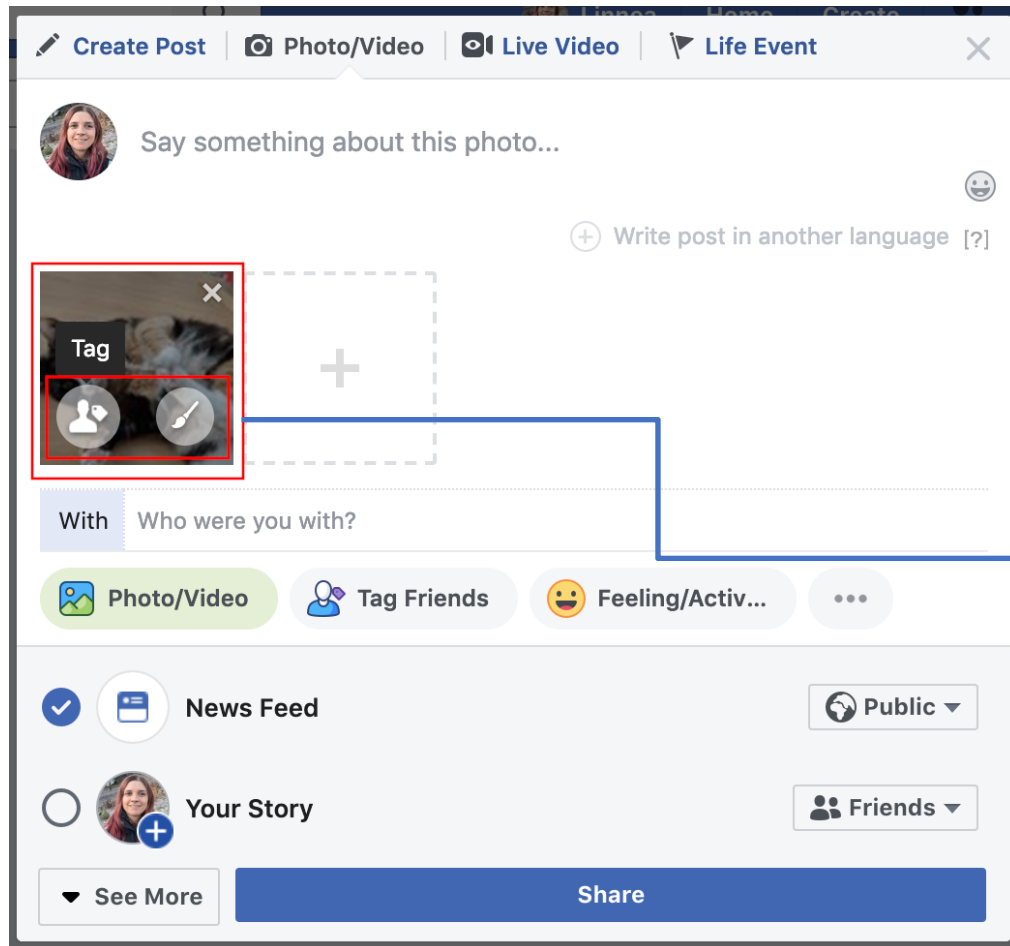


Adding Alt text



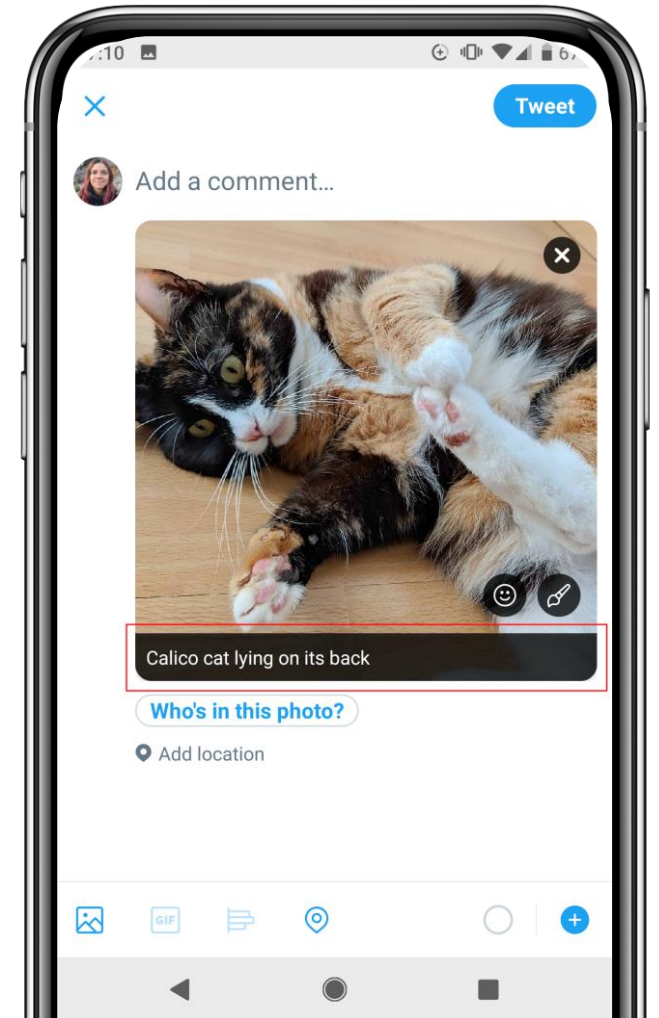
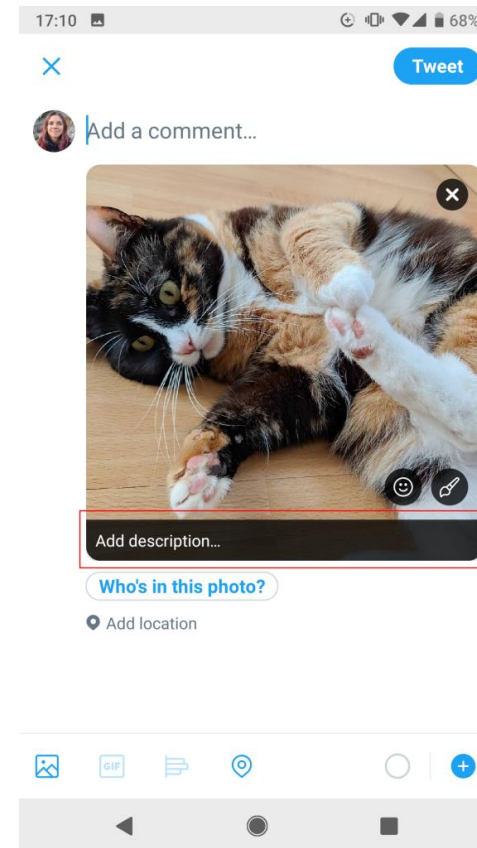
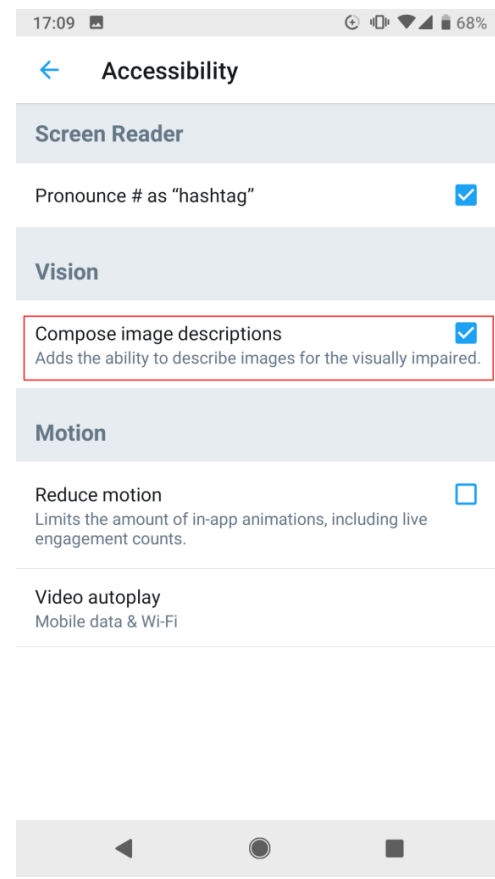
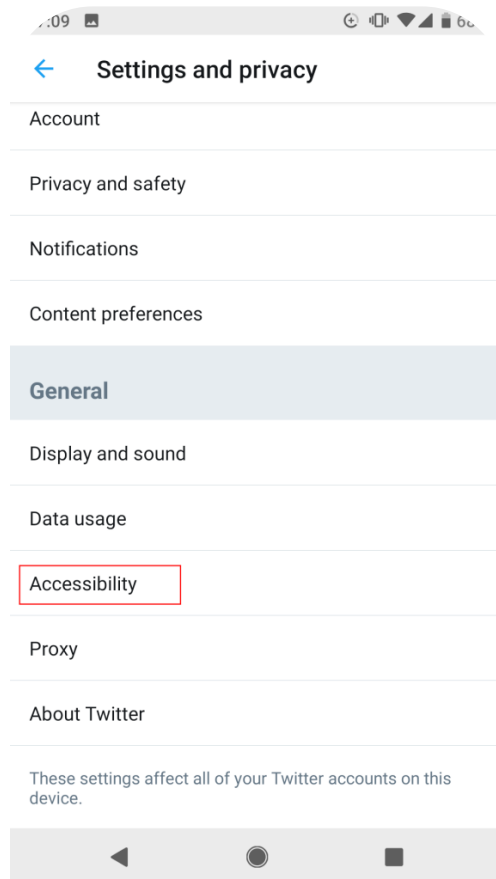
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Accessibility Features on Facebook





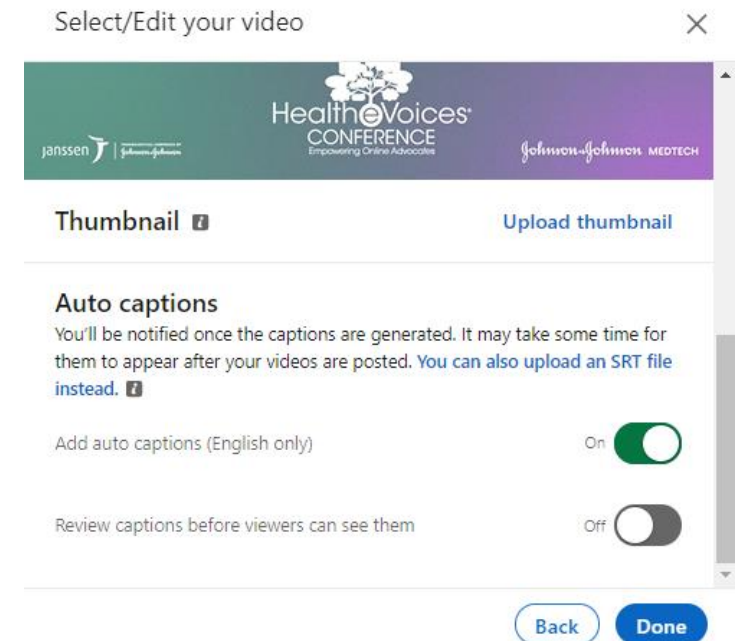
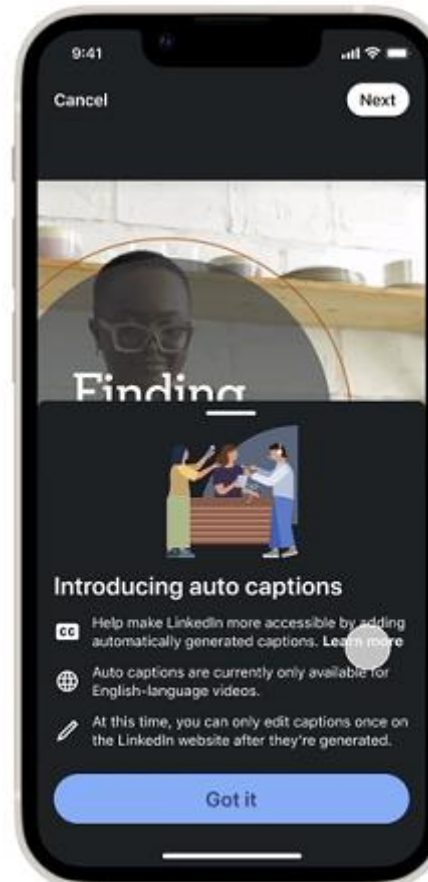
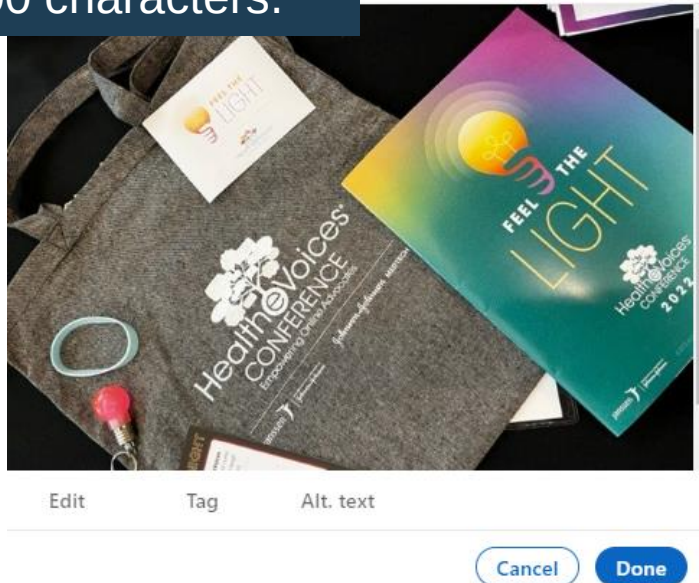
Accessibility Features on Twitter



Accessibility Features on LinkedIn

NOTE!

Alt text on LinkedIn images is limited to 300 characters.



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...And Some Final Examples



CDC @CDCgov · Apr 6

CDC study shows that respiratory syncytial virus ([#RSV](#)) seasonality shifted during the [#COVID19](#) pandemic. Predicting the next season is challenging. Continuous monitoring of RSV can help us better prepare for the next RSV season. Learn more [@CDCMMWR: bit.ly/mm7214a1](#)



50 54 154 104.1K



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If you're bored of seeing me ask people to describe
their photos imagine how bored I am of:

1. writing the same thing over and over again.
2. Scrolling through this app and wondering what is
so funny/upsetting/important about that photo.

— Holly Scott-Gardner (@CatchTheseWords)

September 25, 2020

Your Role in Health Literate Social Content

Regardless your role or direct connection to executing social media content, encourage your organization to:

- Invest in adoption of health literacy practices
- Take accessibility into account when building timelines, e.g., time to caption videos
- Integrate alt text into social media content calendars
- Collaborate with creative & design teams
- Seek input from end users of your social media content



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Thank You