

UNM SOCIAL MEDIA ACCESSIBILITY CHECKLIST

TEXT:

- Text is written in plain language (no jargon).
- All caps are not over-used.
- Any hashtags use camel case for multi-word hashtags. (Ex: #EveryonesALobo not #everyonesalobo)
- Avoided over-using emojis.
- Used the most descriptive text possible.
- Avoided special characters and weird text.
- Used inclusive language (gender-neutral pronouns, no ableist language, evaluated text for assumptions of limited points of view.)

IMAGES AND GRAPHICS:

- Used alternative text on images. Don't say "Image of..." just convey the image.
- If image is a graphic, transcribed text in alt. text.
- Color contrast is at least 4.5:1.

**Alt. text tips: Mention color if it is key in conveying the image. Keep in line with UNM voice/humor. It doesn't have to be formal when the post doesn't call for that. Don't forget gifs!*

LINKS:

- Links have been shortened where a screen reader would be used.

VIDEO:

- Video includes accurate captions.

**You need captions even on live video and story-formatted content.*