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 inline 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.