



Social Media Accessibility Checklist

Use this checklist before publishing any University of Wyoming social media content.

Images & Graphics

- Does every image have alt text?
- Is alt text added using the platform's built-in alt text field?
- Does the alt text describe the purpose of the image, not just what it looks like?
- If the image contains text, is that information also included in the post copy?

Post Copy & Links

- Is the post written in clear, plain language?
- Are emojis used sparingly and not used as the only way to convey meaning?
- Are hashtags placed at the end of the post?
- Are hashtags written using CamelCase?
- Do links clearly describe where they go (avoid "click here")?

Text, Color & Readability

- Is all text in images high-contrast and easy to read?
- Does the content avoid relying on color alone to convey meaning?
- Is important information shared in text, not only in images?
- Has the post been checked on a mobile screen for readability?

Video & Audio

- Are all prerecorded videos captioned?
- Have auto-captions been reviewed and corrected for accuracy?
- Are captions included for stories, reels, and short-form videos?
- If important information is visual-only, is it also provided in text?
- For live video, are captions enabled when possible or is a text summary provided?

Final Check

- Can someone understand the post without seeing the images?
- Can someone understand the post without hearing the audio?
- Is the information available to everyone at the time of posting?

If the answer to any item is "no," revise the post before publishing.