
FEBRUARY 18, 2026



SOCIAL MEDIA ACCESSIBILITY

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TODAY

What is accessibility?

Key terms

Platform breakdown

Best practices

Helpful links

SOCIAL MEDIA ACCESSIBILITY

WHAT IS IT?

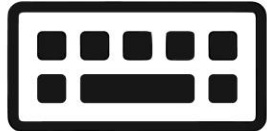
Designing and creating online content so that people with diverse abilities, including visual, auditory, motor, and cognitive impairments, can perceive, understand, and interact with it effectively



Alt Text



Screen Reader



Keyboard Nav



Skip Link



Contrast Checker



Font Resize



Focus Ring



ARIA



Descriptive Label



Accessible Form



Language Toggle



Closed Caption

ACCESSIBILITY WEB ICONS

SOCIAL MEDIA ACCESSIBILITY

KEY TERMS



Alt Text



KEY TERMS



University of Florida arch on the corner of campus with a flowering tree behind it and a campus building

Alt Text

Descriptive text that conveys the meaning of an image in digital content

Make visual content accessible to people with vision disabilities

ALT TEXT

HOW-TOs

- Be descriptive, but keep it short
- Clearly describe what image conveys
- No need to say "image of" or "photo of"
- Do not repeat information that is already provided in the text, i.e. caption
- Shorten URLs and remove “www.”, “[https://](#)”
- Don't assume gender or race of individuals in photos unless certain of identity

[MORE ALT TEXT EXAMPLES](#)

KEY TERMS

Closed captions



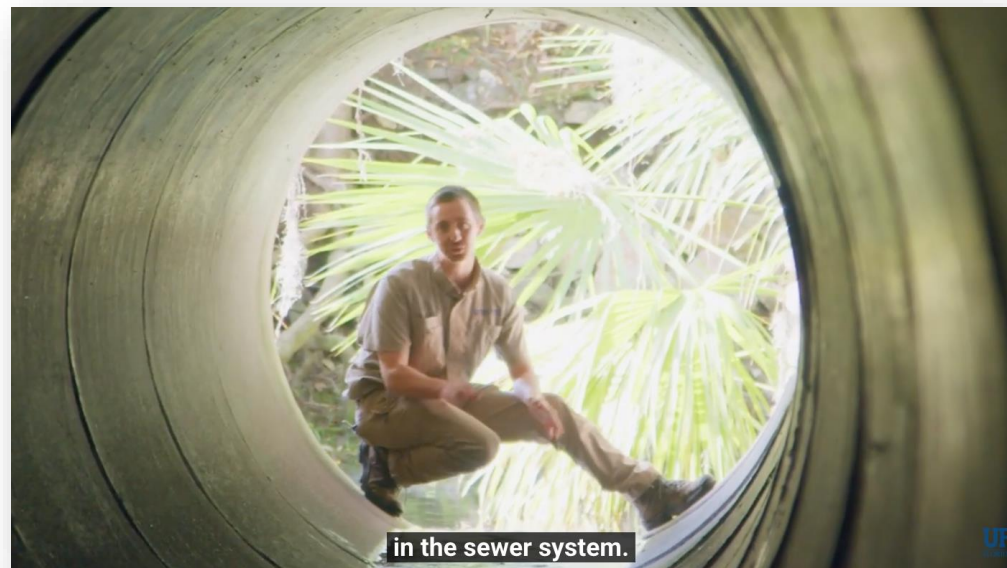
Open captions



KEY TERMS

Closed captions

Captions that can be toggled on or off by the user



Open captions

Burned-in captions on a video, these are always present and added during the editing process of a video



KEY TERMS

Camel case



Color contrast



SOCIAL MEDIA ACCESSIBILITY

KEY TERMS

Camel case

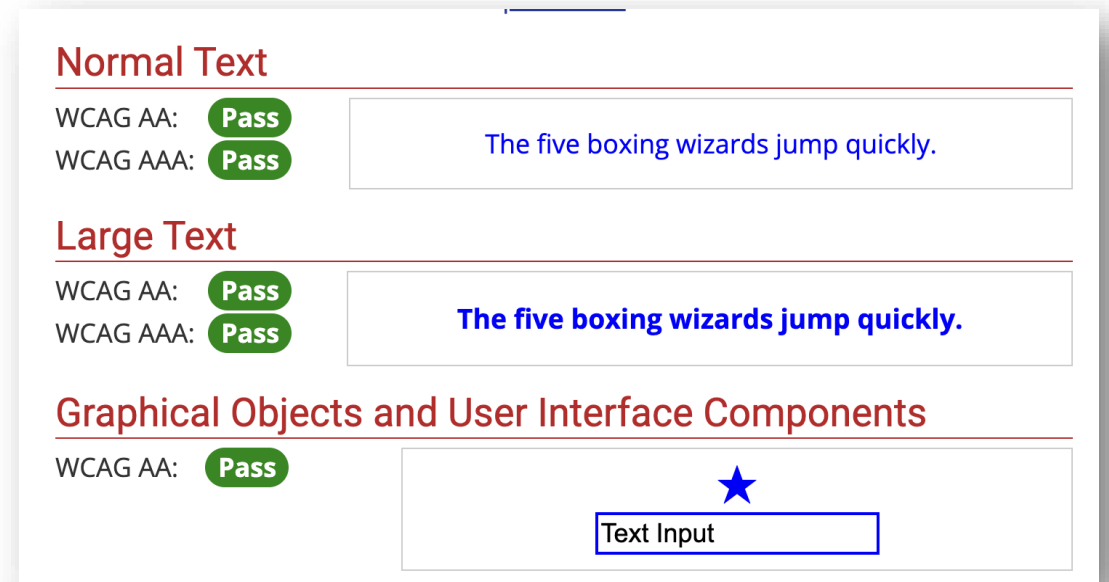
Capitalizing The First Letter
Of Each Word To Ensure
Legibility

FLORIDA  @UF · Aug 27, 2025
.@Forbes ranks the University of Florida the #5 public university in the nation on the #ForbesTopColleges list. 🐾

Color contrast

Ensure that text color and background color are AA compliant

Contrast checker



Normal Text
WCAG AA: **Pass**
WCAG AAA: **Pass**
The five boxing wizards jump quickly.

Large Text
WCAG AA: **Pass**
WCAG AAA: **Pass**
The five boxing wizards jump quickly.

Graphical Objects and User Interface Components
WCAG AA: **Pass**
★
Text Input

KEY TERMS

Screen readers



KEY TERMS

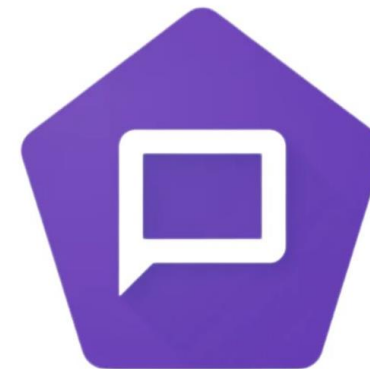
Screen readers

Assistive software that converts digital text and images into speech or braille

Apple: VoiceOver

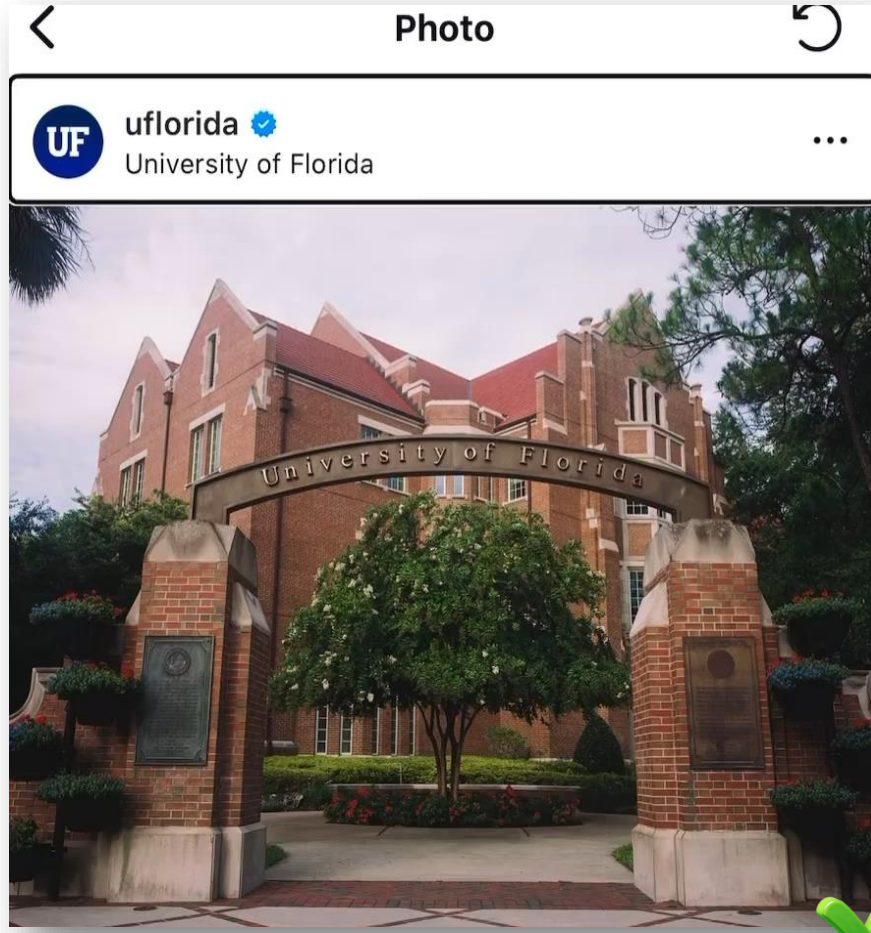
Android: TalkBack

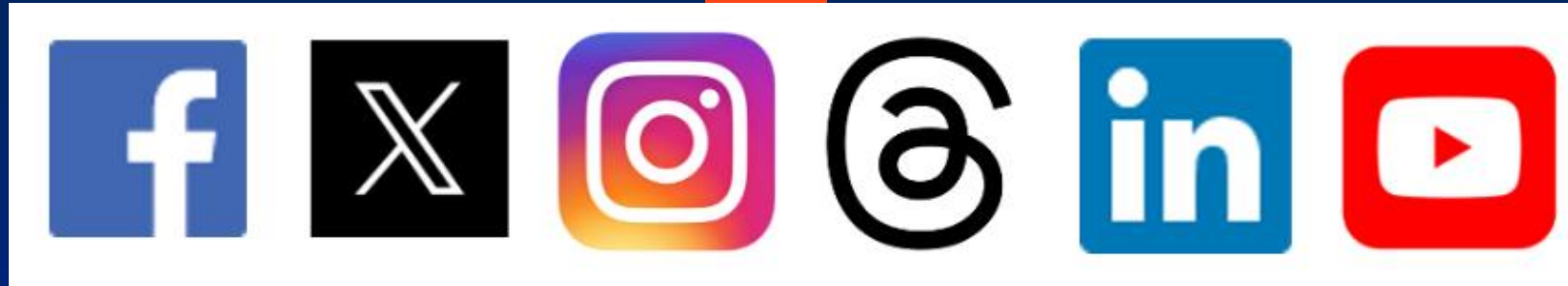
Windows: NVDA



SOCIAL MEDIA ACCESSIBILITY

SCREEN READERS





ACCESSIBILITY BY PLATFORM

ACCESSIBILITY PER PLATFORM

INSTAGRAM

Reels

- No .SRT upload options
- Add burned-in captions, during post-production or in the Instagram app
- Auto-generated captions available
- Captions can **NOT** be added or edited after a post is live

Stories

- No .SRT upload options, auto-generated captions available
- Alt text is not available for images

Images

- ALL images require alt text
- Can be added after a post is live, but do this beforehand

INSTAGRAM

(MOBILE - photo)



Audience Followers >

Also share on... Off >

More options >

Share

Accessibility and translation

- Write Alt Text** >
Alt text describes your photos for people with visual impairments. Alt text will be automatically created for your photos or you can choose to write your own.

Cancel

Alt Text

Done

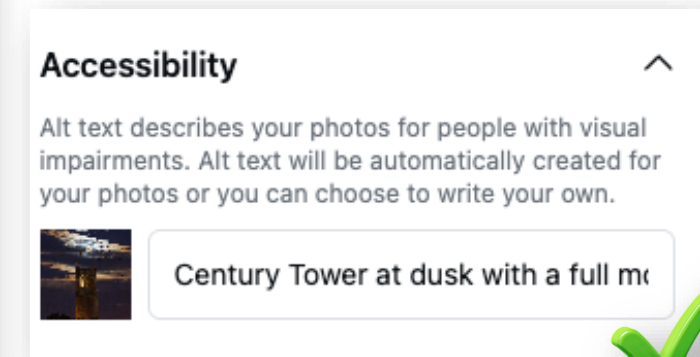
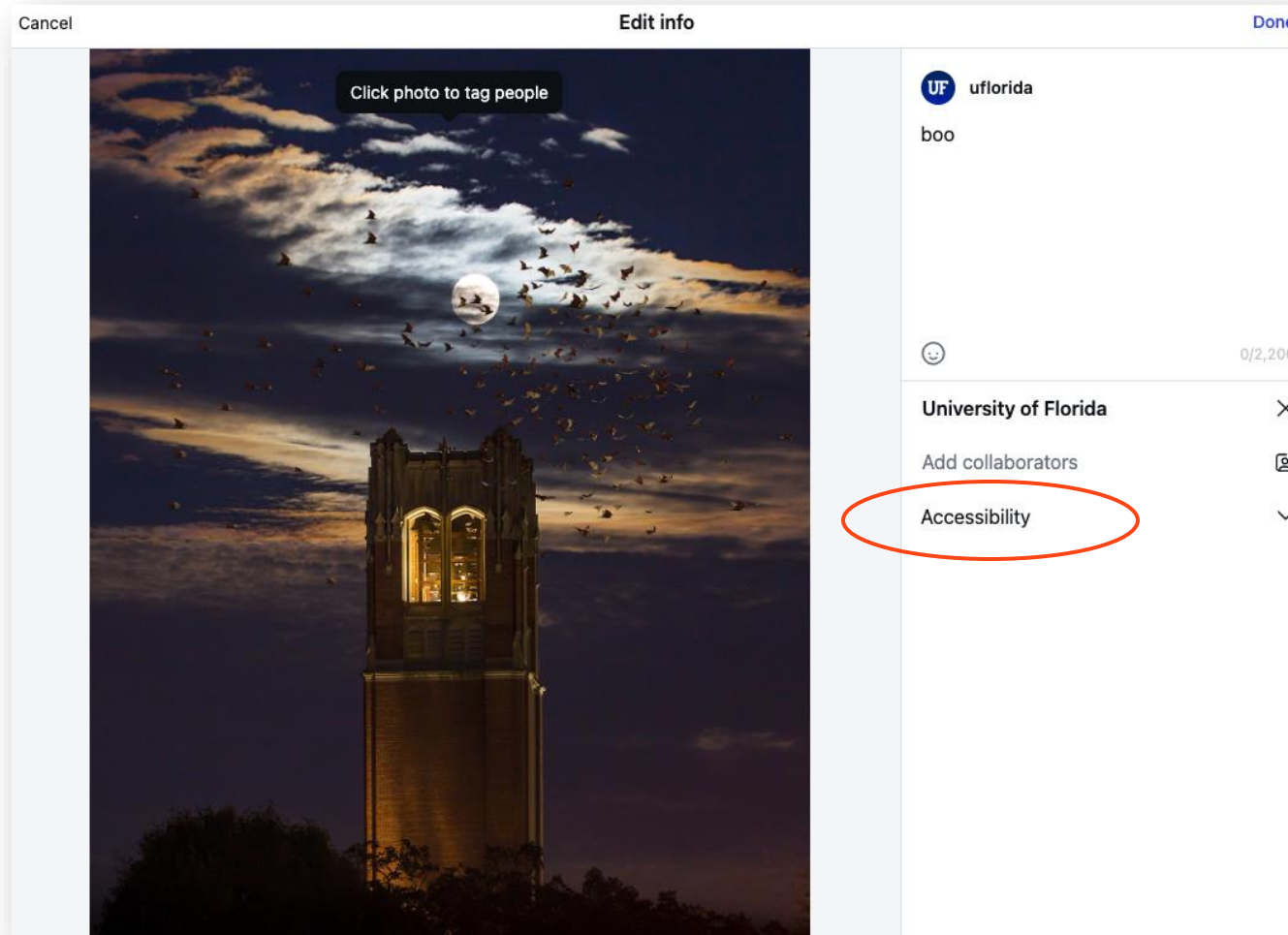


A couple on their wedding day posing with the Bull Gator statue outside of Ben Hill Griffin Stadium



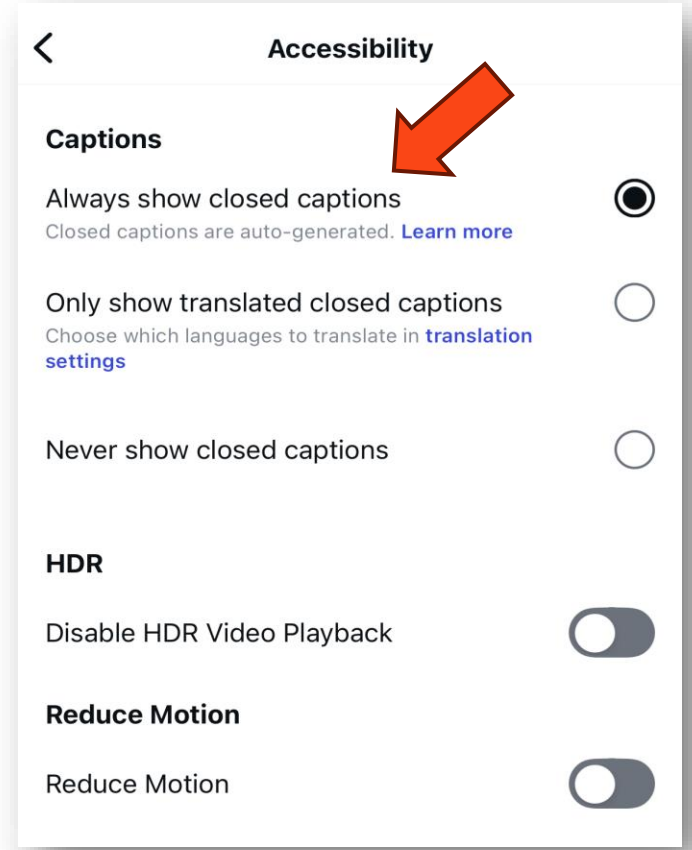
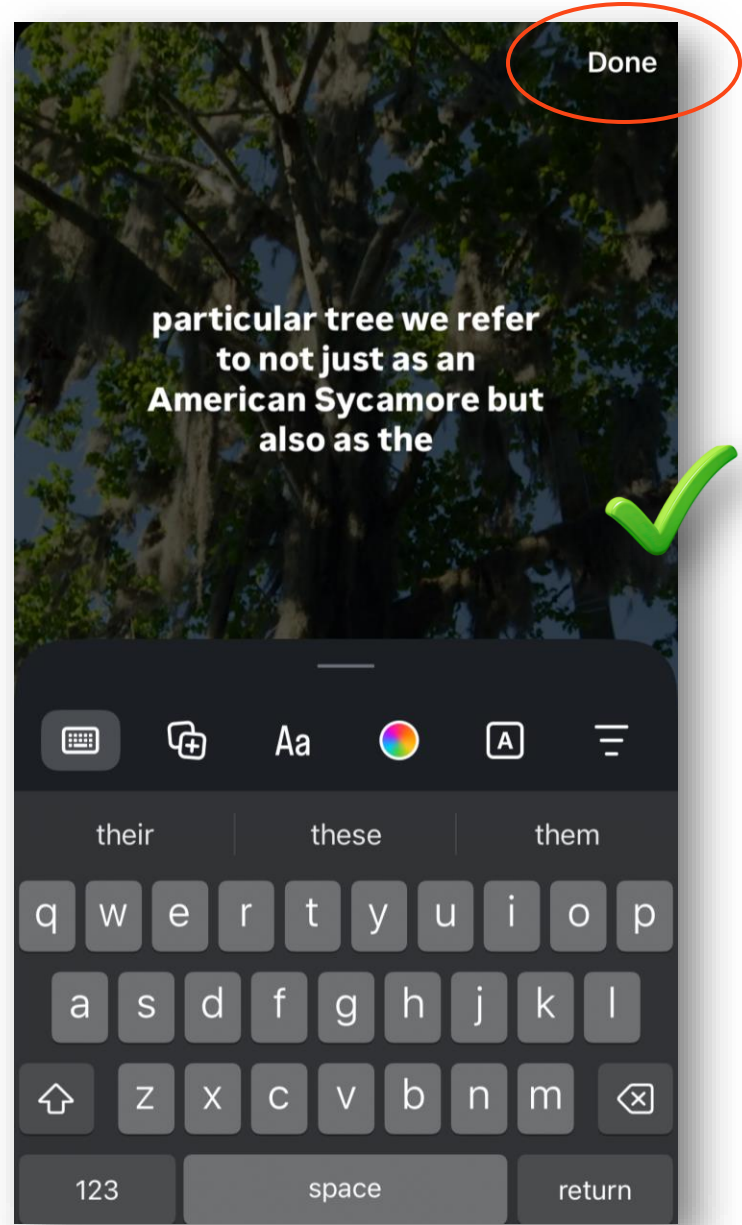
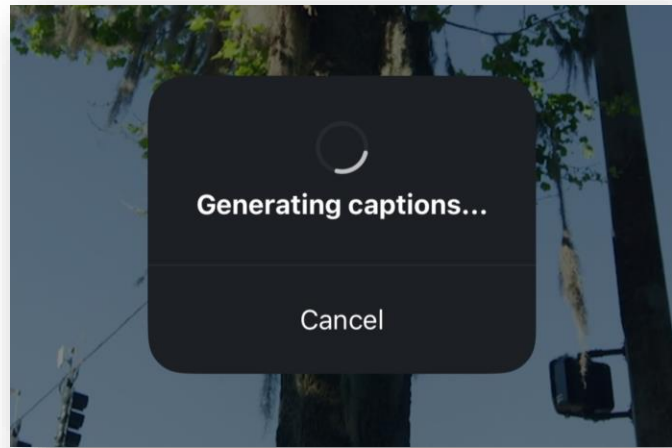
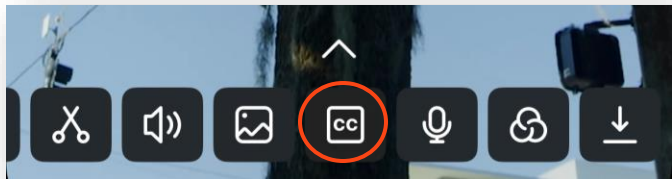
INSTAGRAM

(DESKTOP - photo)



ACCESSIBILITY PER PLATFORM

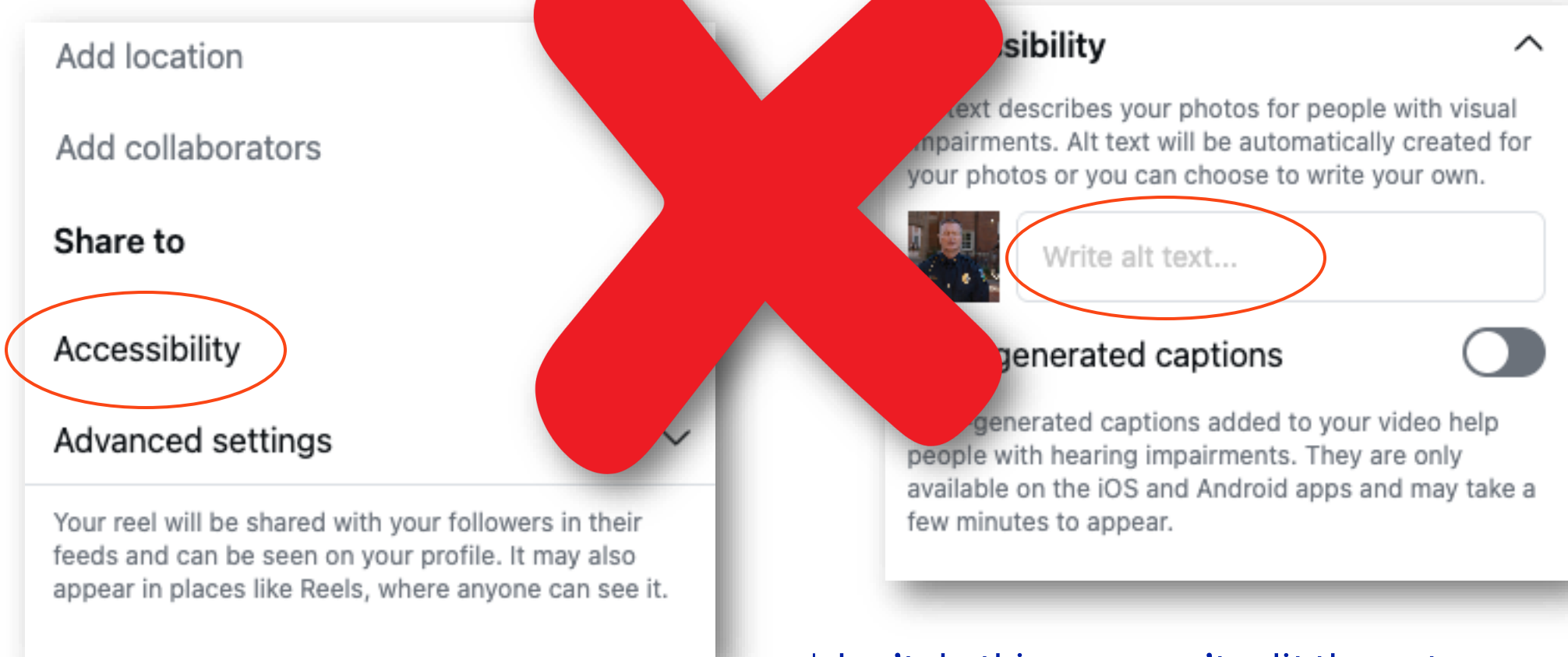
INSTAGRAM (MOBILE - video)



*do this in settings!

INSTAGRAM

(DESKTOP - video)



*don't do this, you can't edit the auto-generated captions!

ACCESSIBILITY PER PLATFORM

X

Videos

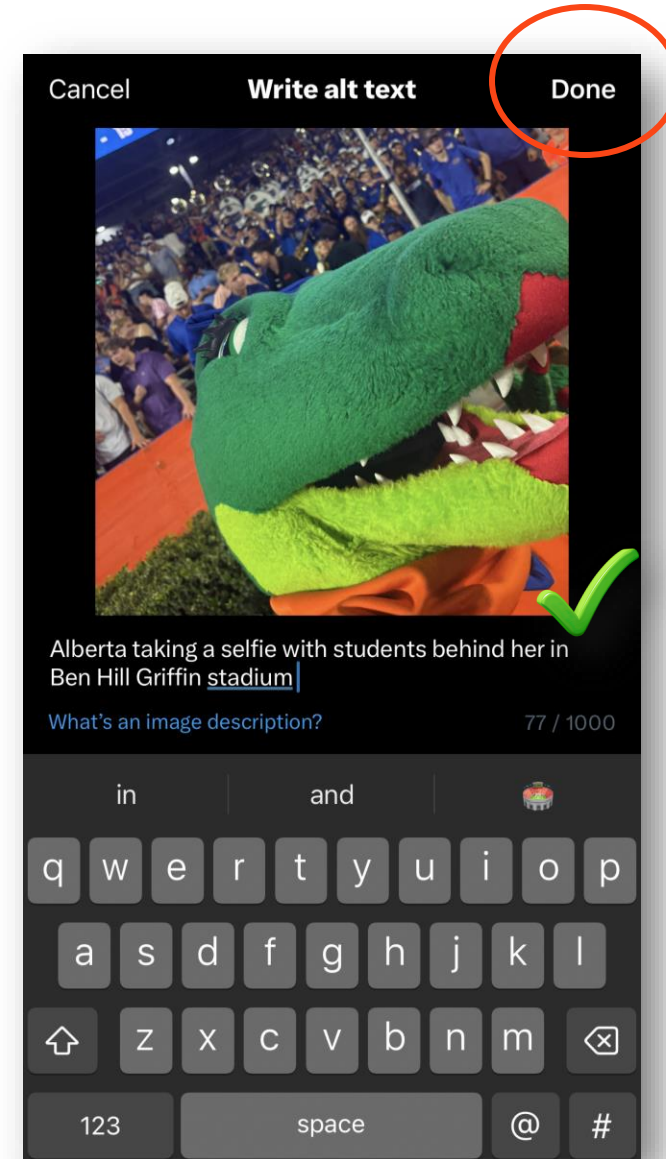
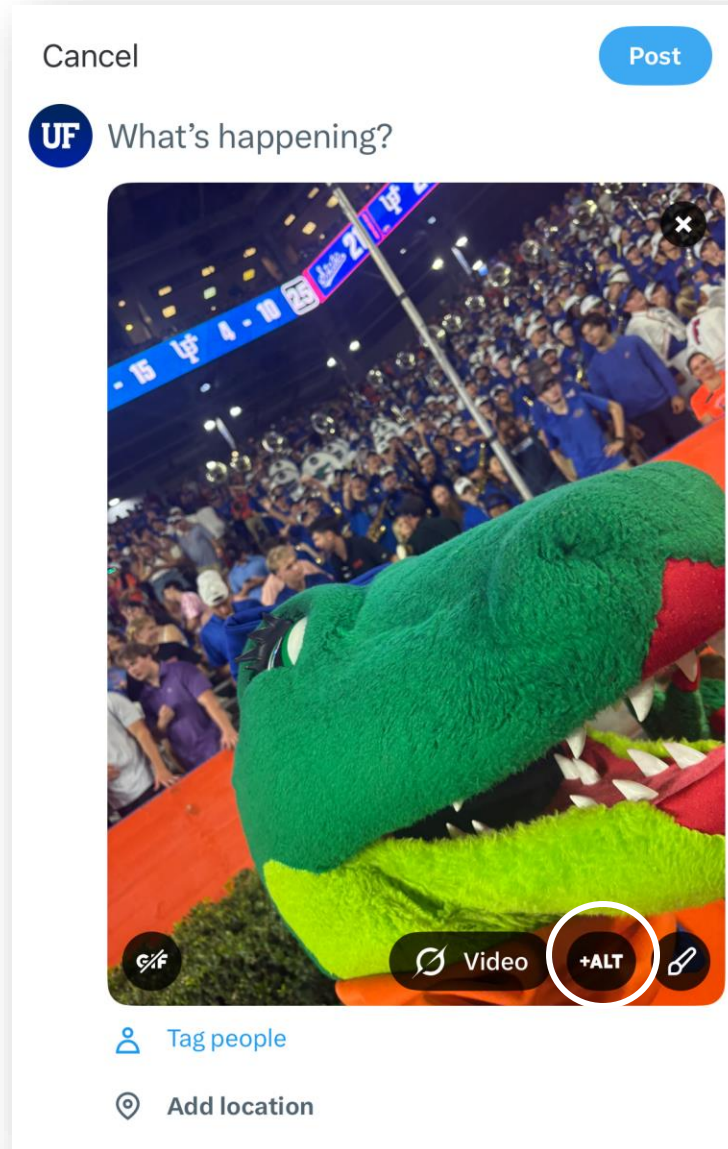
- Must upload .SRT during the posting process

Images

- Alt text not automatically generated, upload manually
- Must be adding during upload, can **NOT** be added after a post is live
- Add alt text to GIFs too!

ACCESSIBILITY PER PLATFORM

X
(MOBILE - photo)



ACCESSIBILITY PER PLATFORM

X

(DESKTOP - photo)

UF What's happening?

✖ Edit

COLLEGE OF LIBERAL ARTS

Tag people Add description

Everyone can reply

Promote Post

← Edit image description

ALT

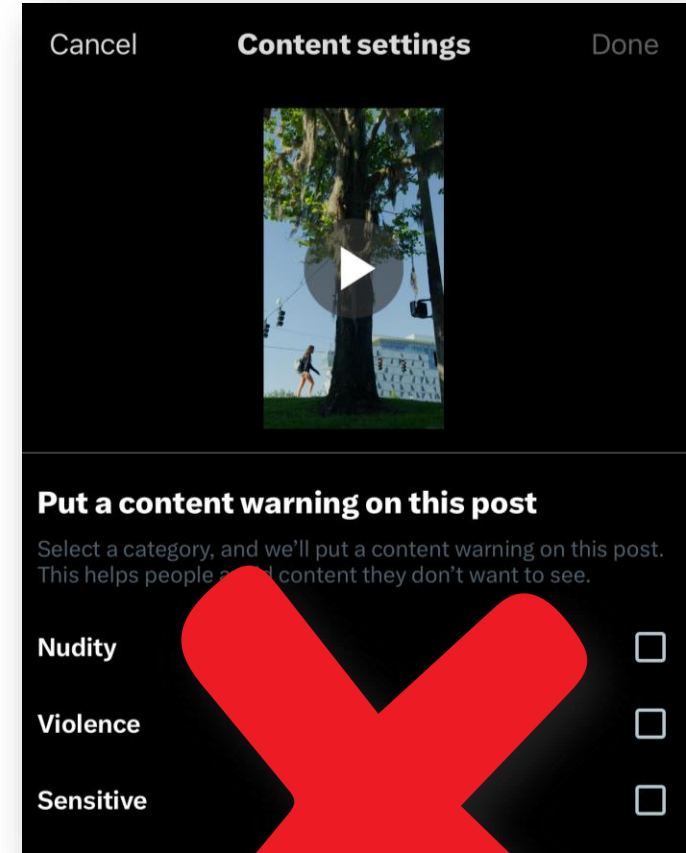
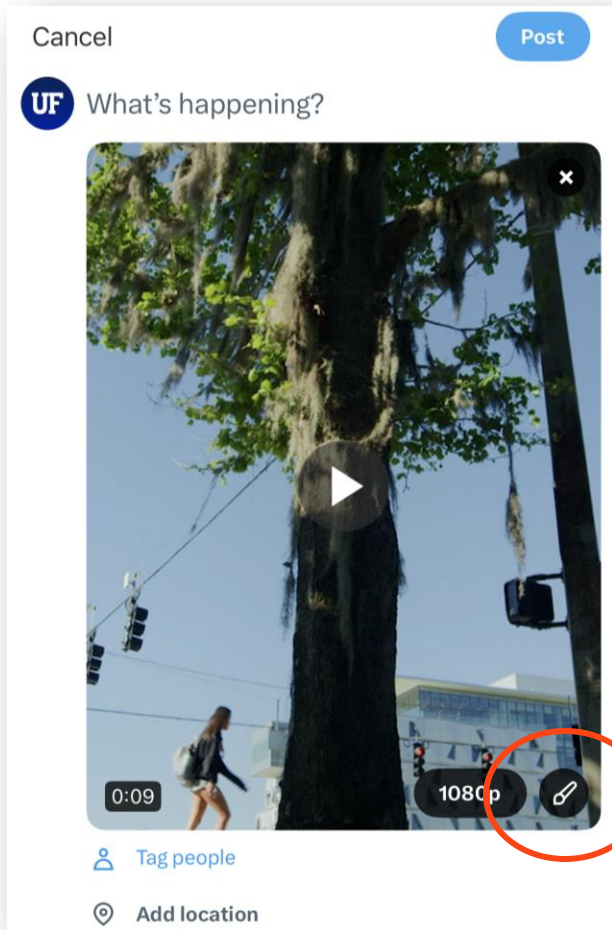
Save

Description
A giant orange and blue tie hanging from the Turlington Potato statue

What is alt text?

ACCESSIBILITY PER PLATFORM

X (MOBILE - video)

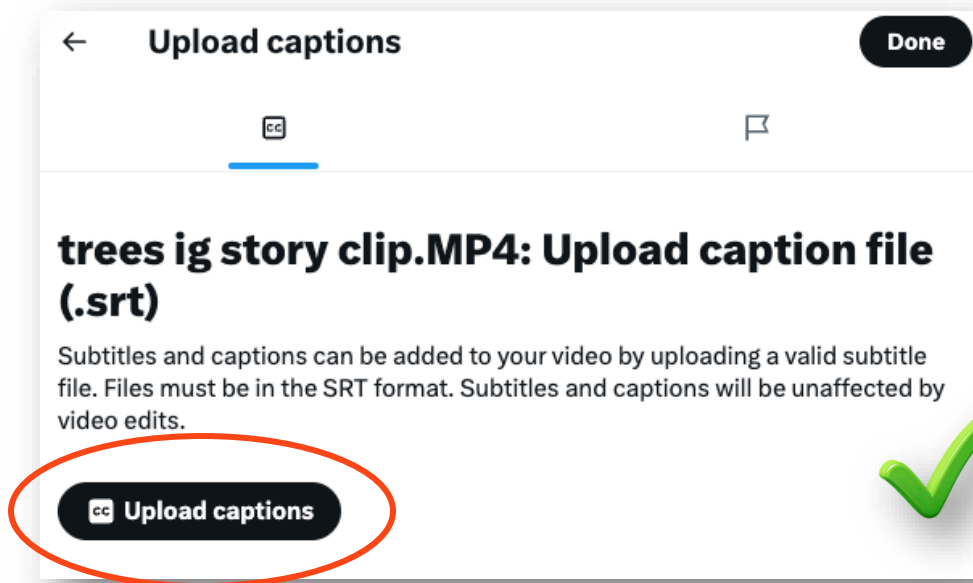
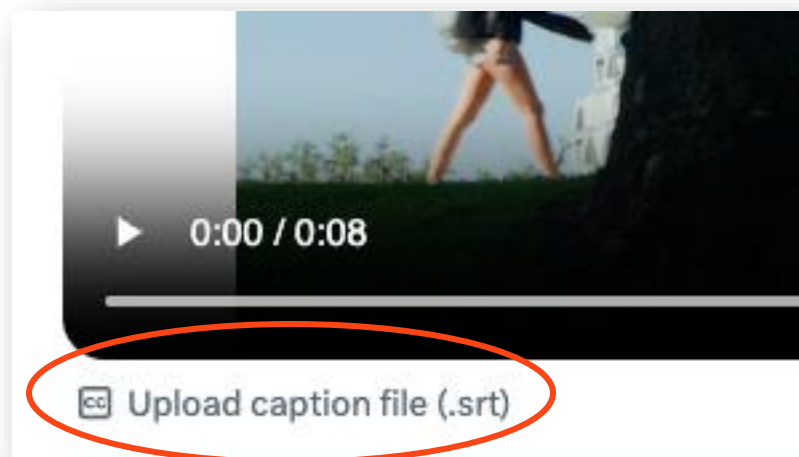
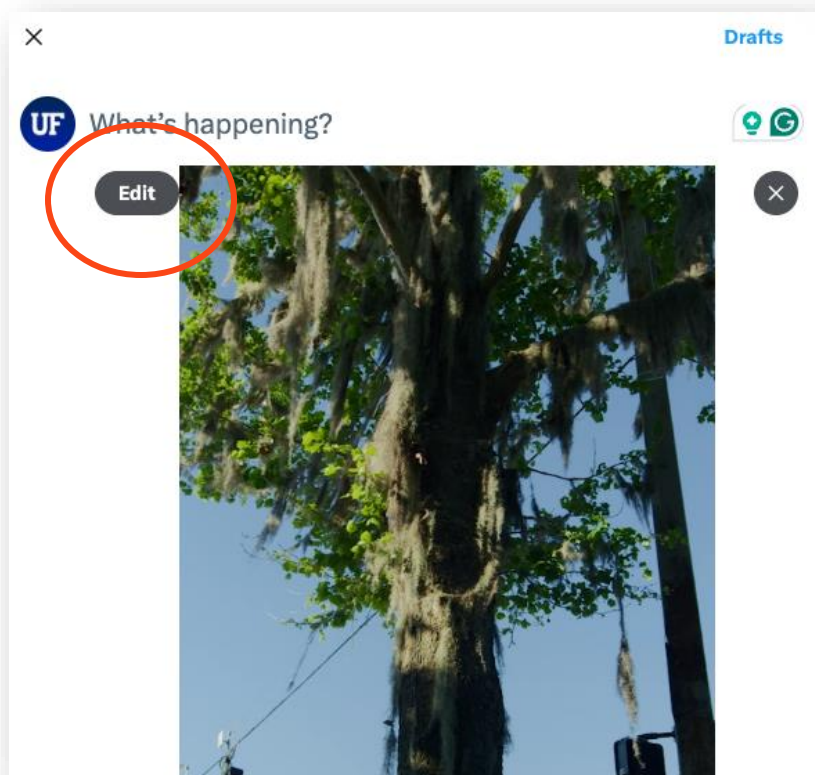


*don't do this, there's no way to upload an .SRT file!

ACCESSIBILITY PER PLATFORM

X

(DESKTOP - video)




ACCESSIBILITY PER PLATFORM

X

(DESKTOP MEDIA STUDIO - video)

Media details



0:00 / 1:54

2026-02-06_Student Perspectiv... [Change thumbnail](#) [Post](#)

File name: 2026-02-06_Student Perspectives - Natalia Guerrero v3.mov
Uploaded: Today

[Settings](#) [Subtitles](#)

Settings **Subtitles**

Add a new subtitle file (.srt)

English (en) [Upload](#)

Language	Actions
English (en)	Edit Delete

Success Successfully saved

ACCESSIBILITY PER PLATFORM

FACEBOOK

Videos

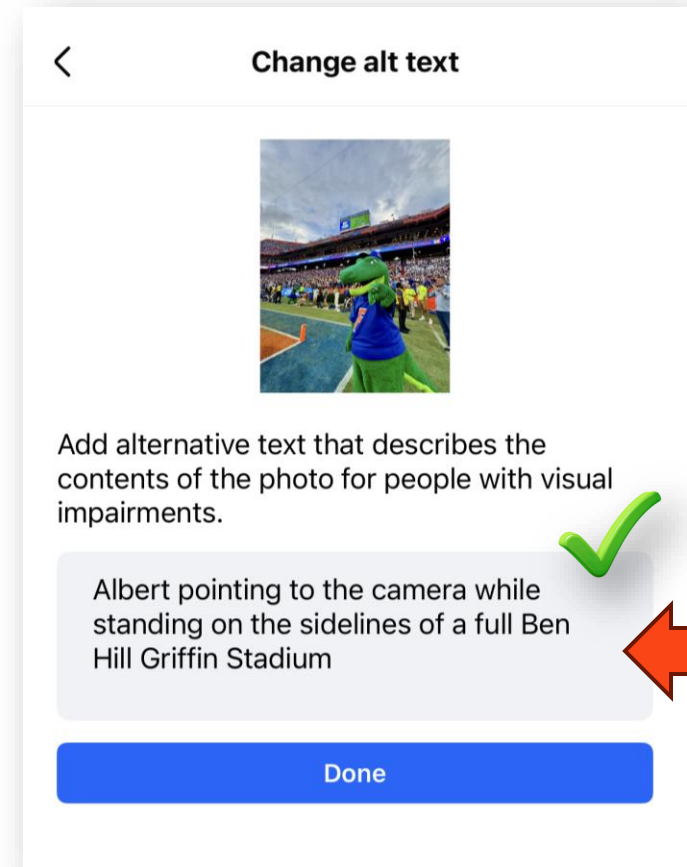
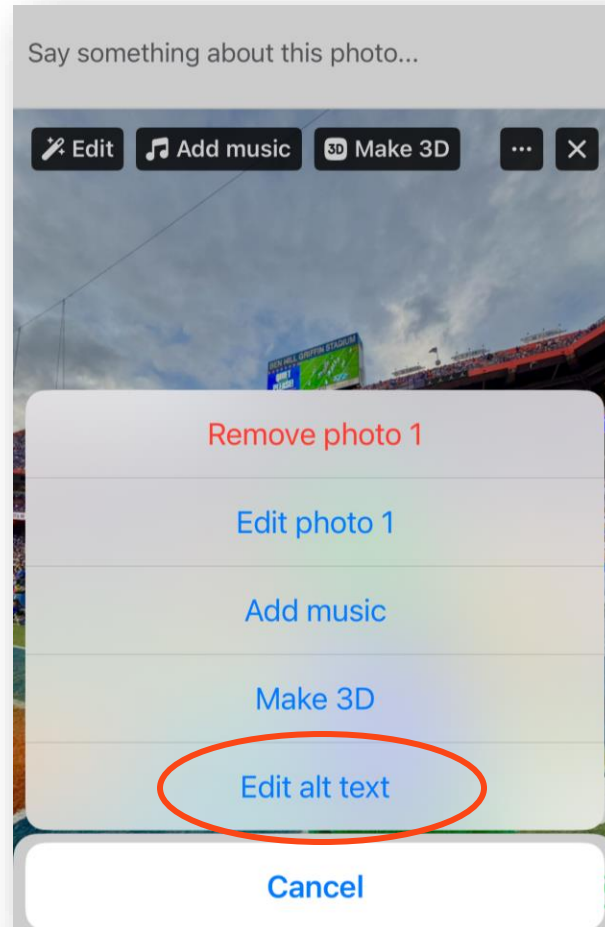
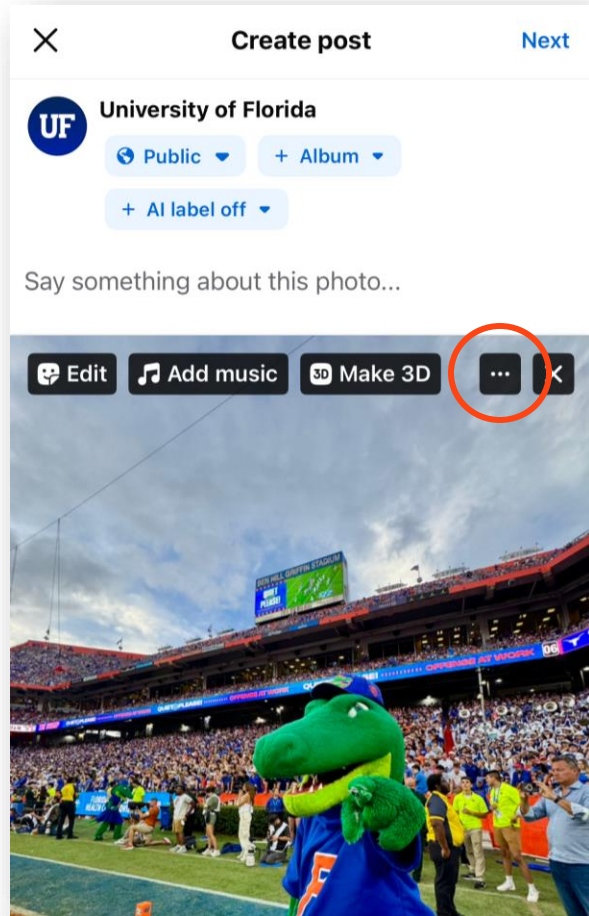
- Auto-generated captions offered, but upload .SRT file
 - change .SRT file to → **filename.en_US.srt**
- Captions can **NOT** be uploaded after a post is live

Images

- Auto-generated alt text, can be edited before and after posting
- Manually add alt text, can be edited after posting

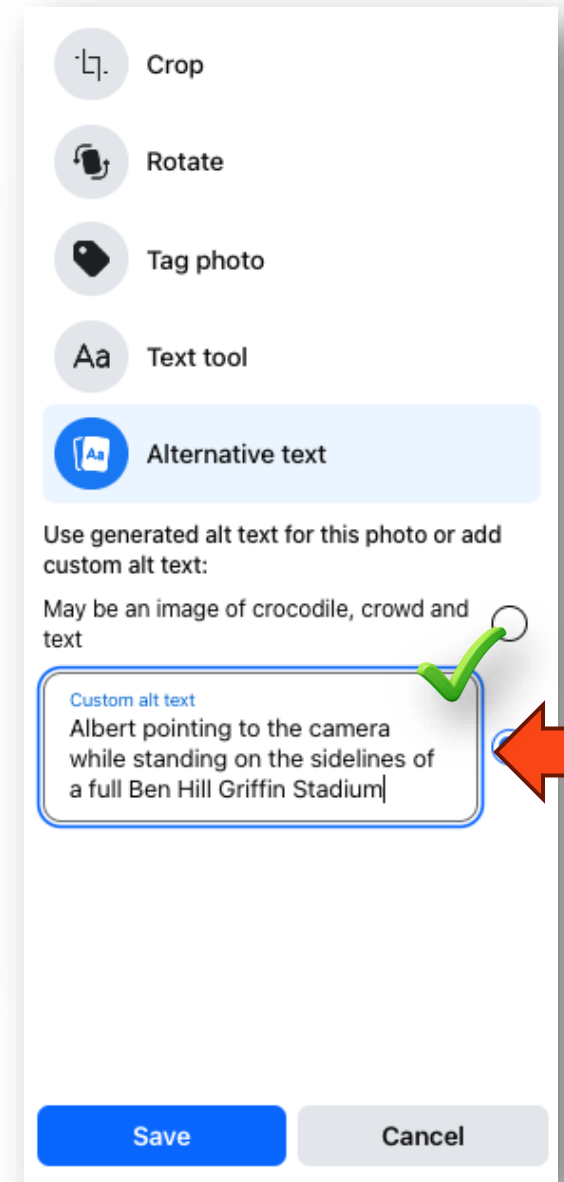
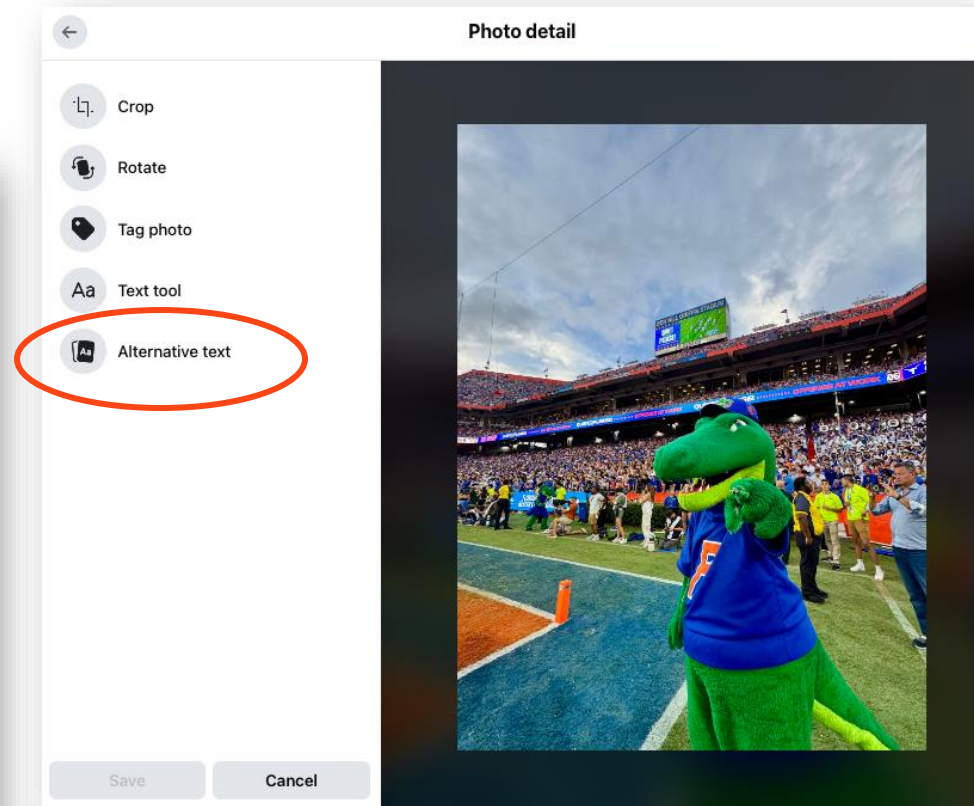
ACCESSIBILITY PER PLATFORM

FACEBOOK (MOBILE - photo)



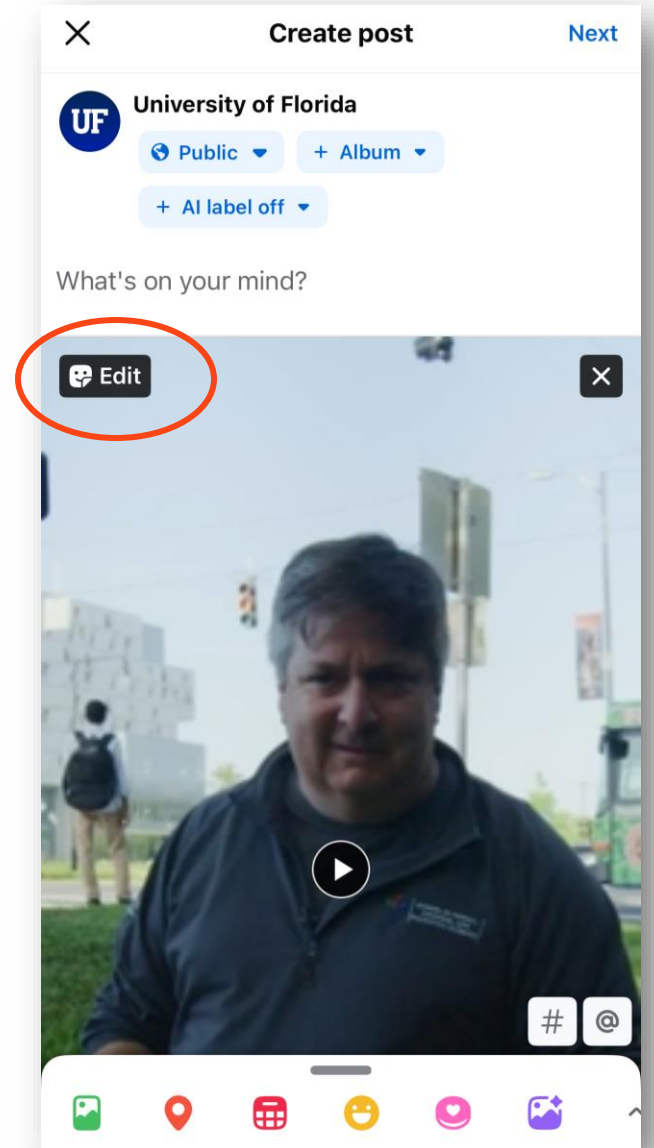
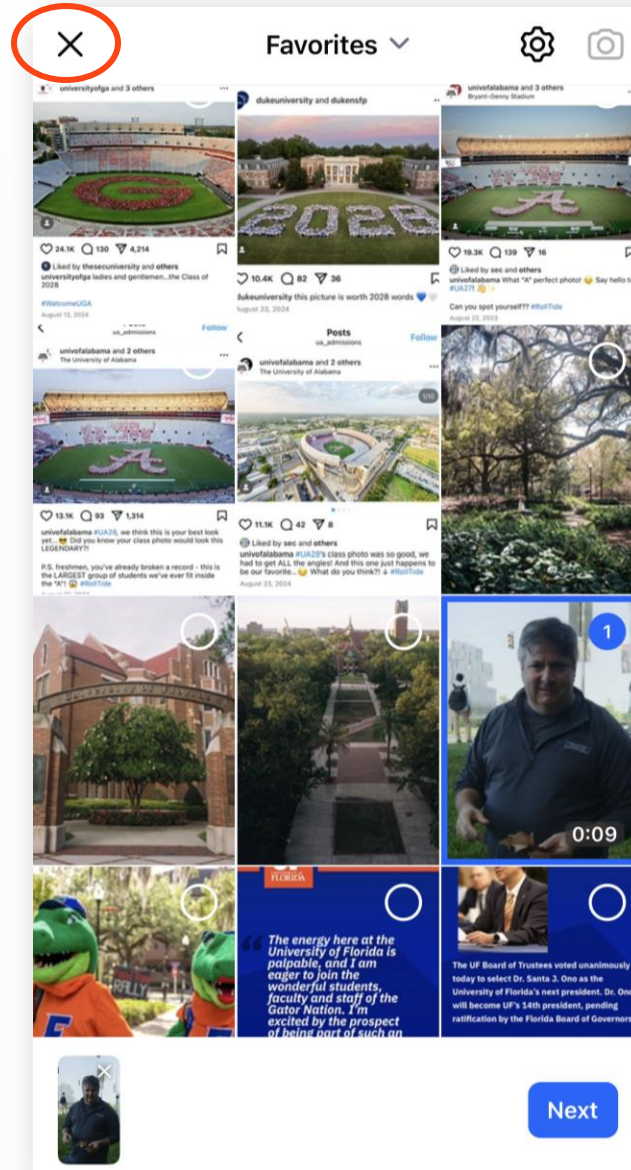
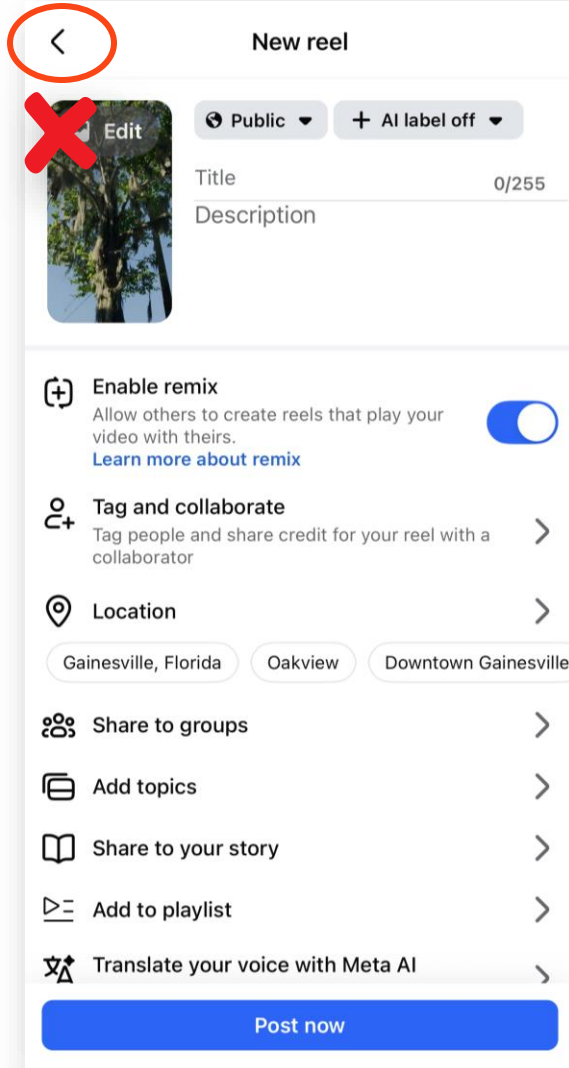
ACCESSIBILITY PER PLATFORM

FACEBOOK (DESKTOP - photo)

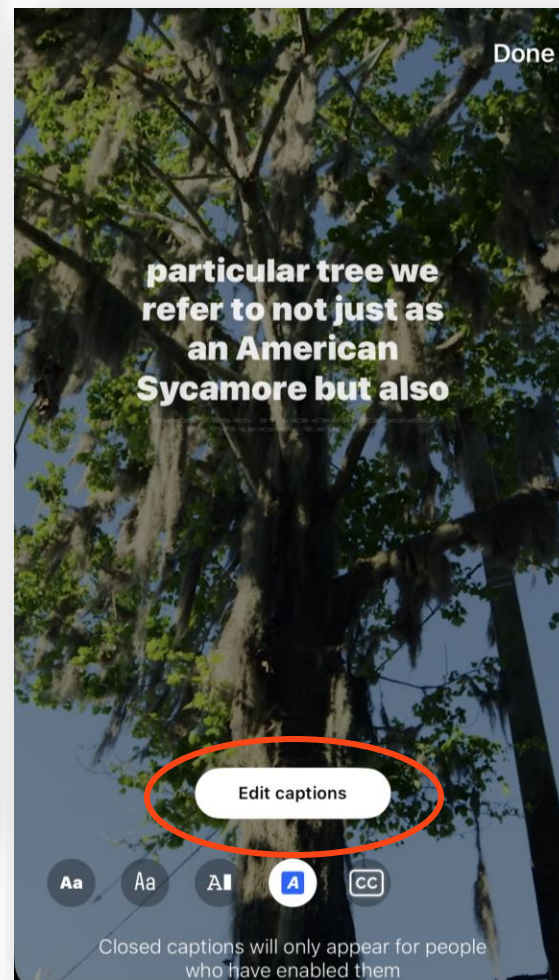
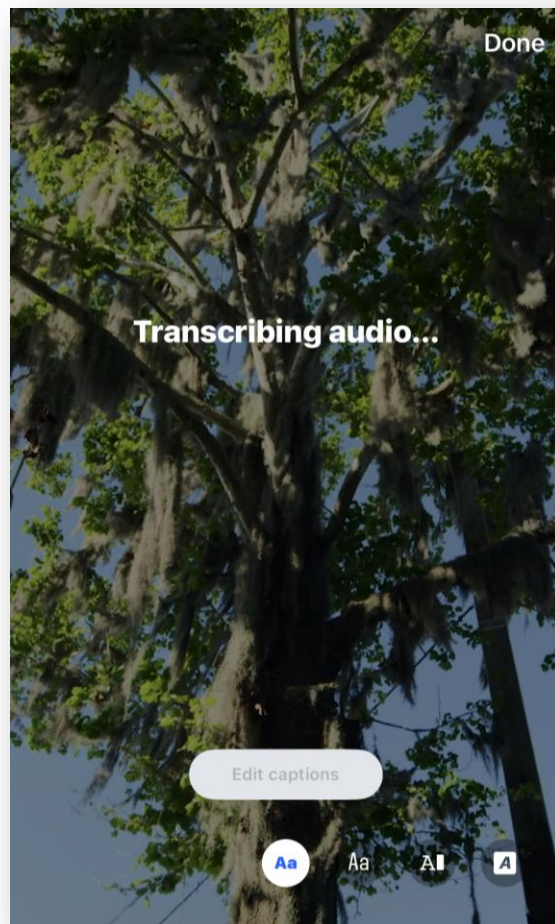
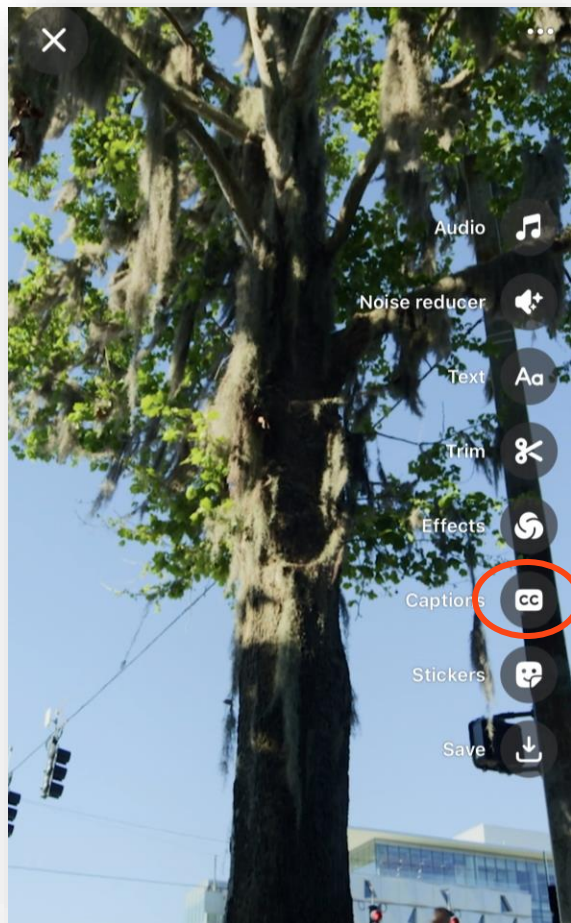


ACCESSIBILITY PER PLATFORM

FACEBOOK (MOBILE - video)

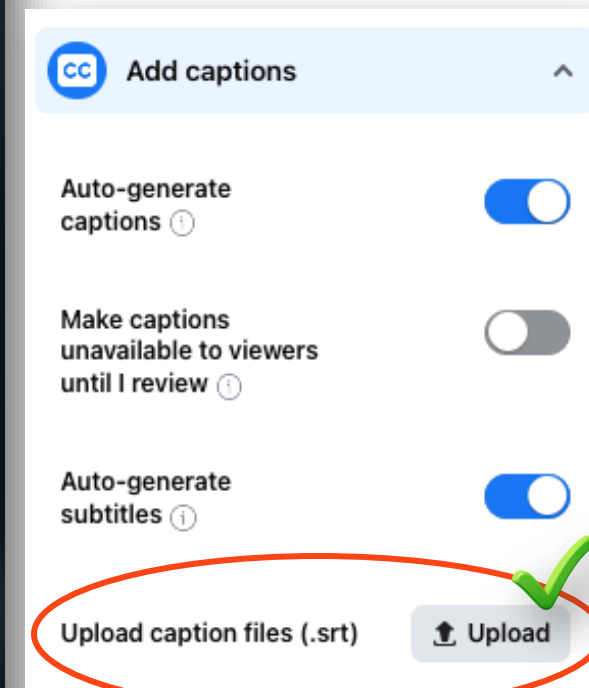
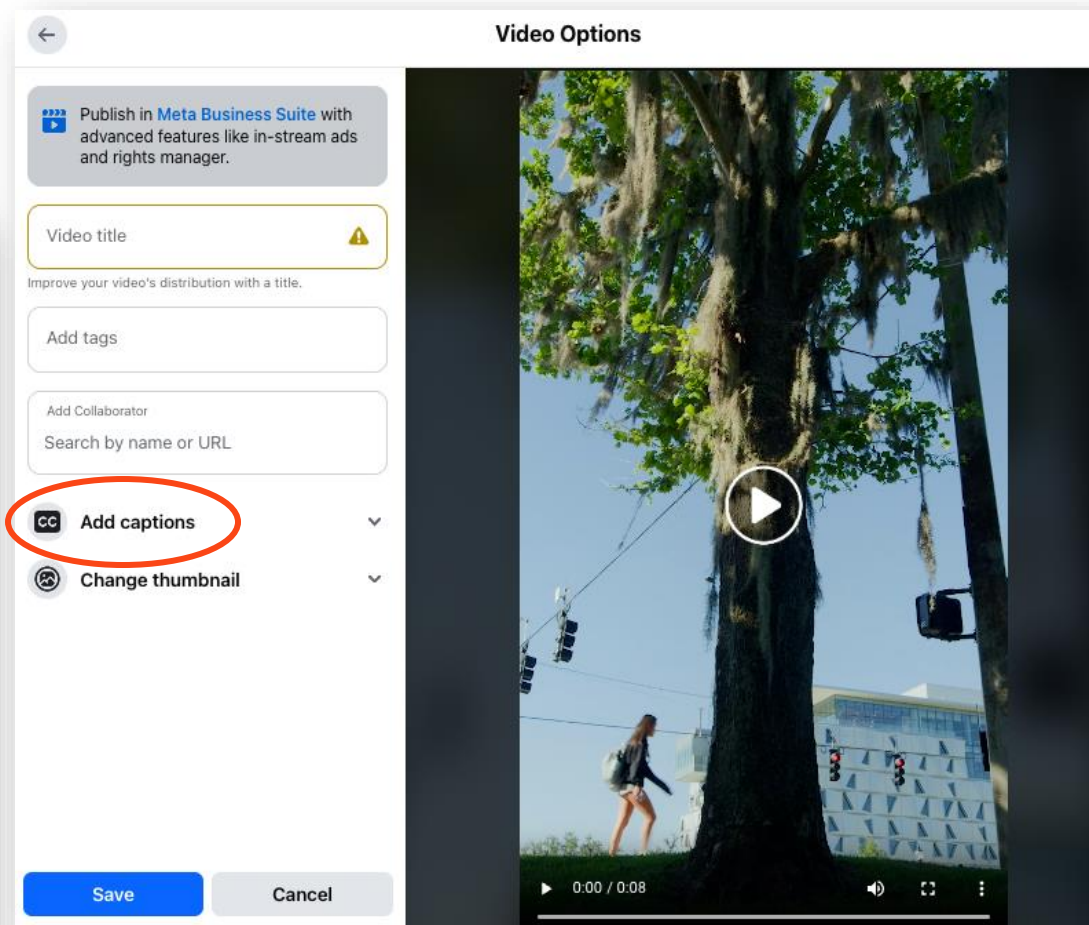
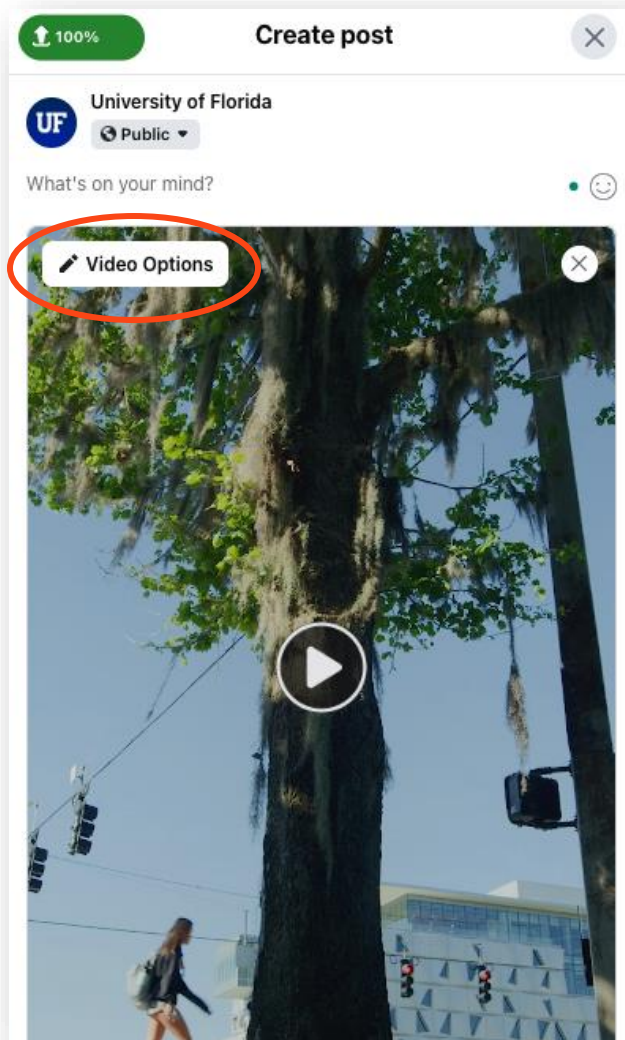


FACEBOOK (MOBILE - video)



ACCESSIBILITY PER PLATFORM

FACEBOOK (DESKTOP - video)



***file.en_US.srt**

Subtitles will be translated from the each uploaded video's initial, unedited auto-generated captions. Subtitles cannot be edited.

ACCESSIBILITY PER PLATFORM

LINKEDIN

Videos

- Auto-generated captions offered, can be edited before posting
- Self-generated .SRT uploads preferred
- Captions can **NOT** be uploaded or edited after a post is live

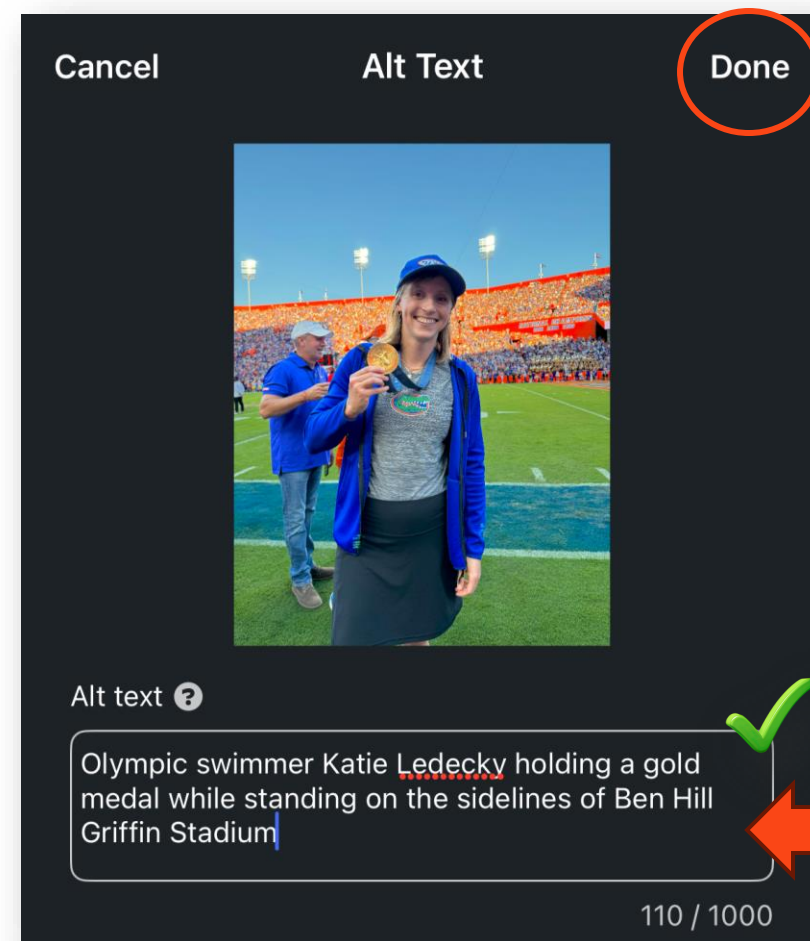
Images

- Always manually input alt text
- Alt text can **NOT** be added after a post is live

ACCESSIBILITY PER PLATFORM

LINKEDIN

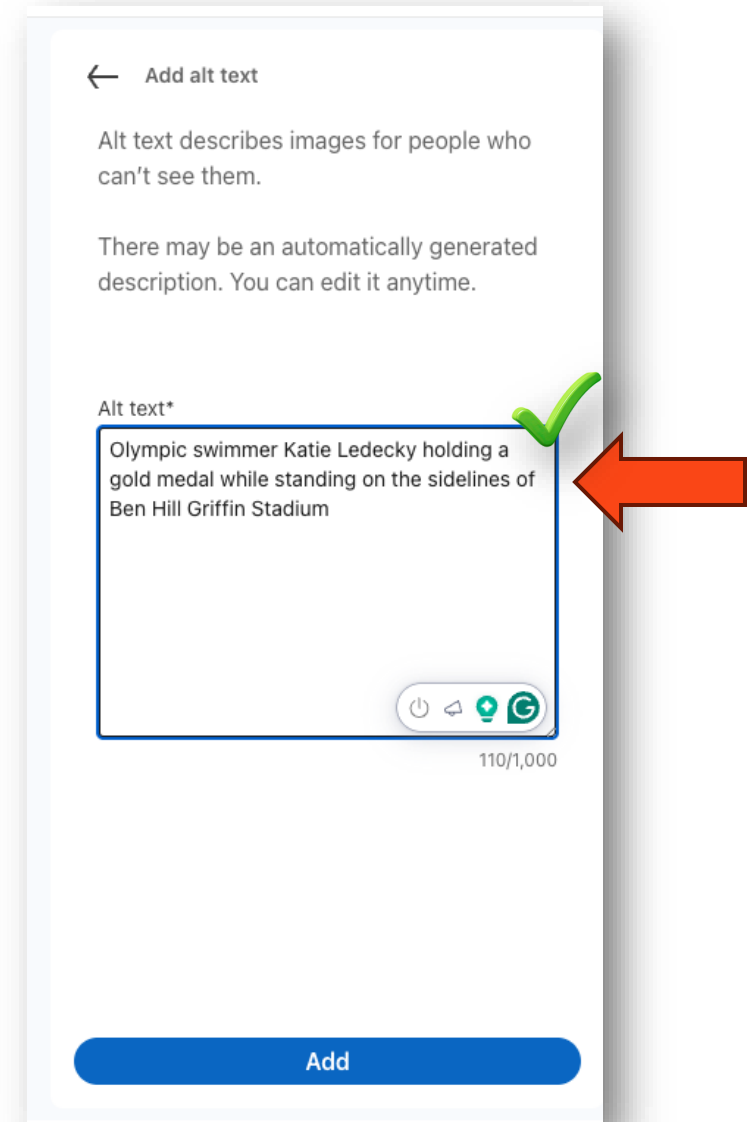
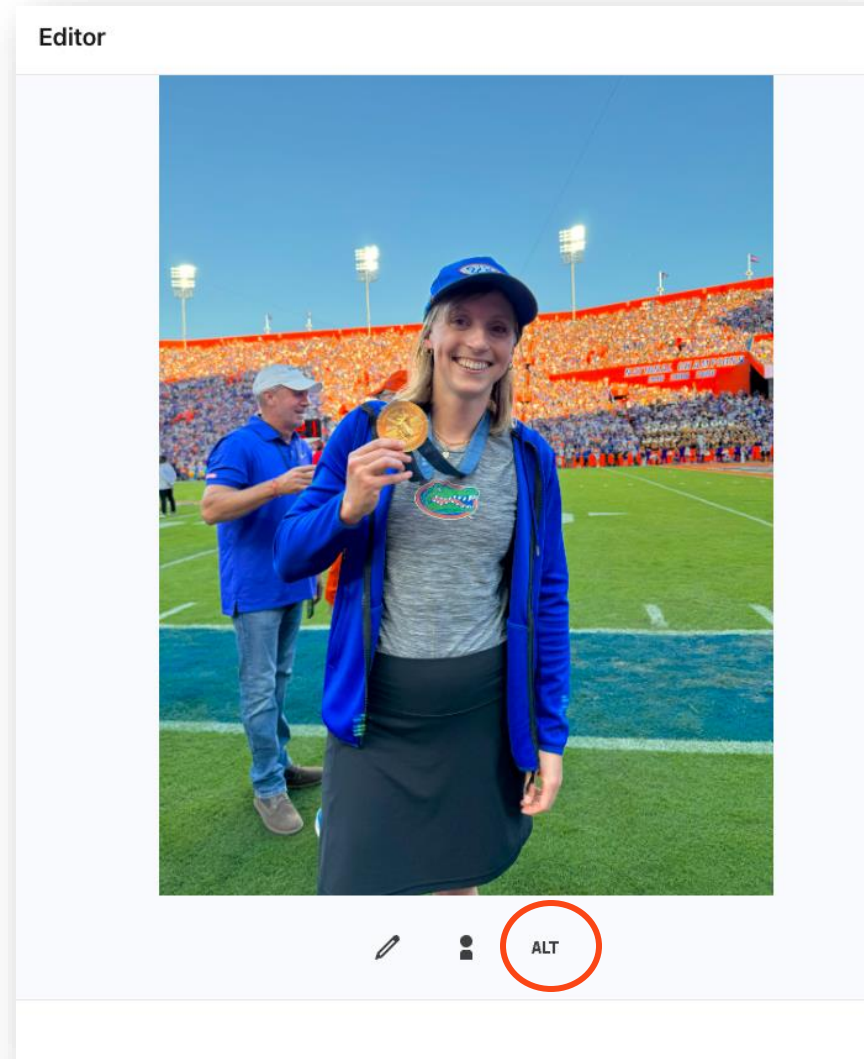
(MOBILE - photo)



ACCESSIBILITY PER PLATFORM

LINKEDIN

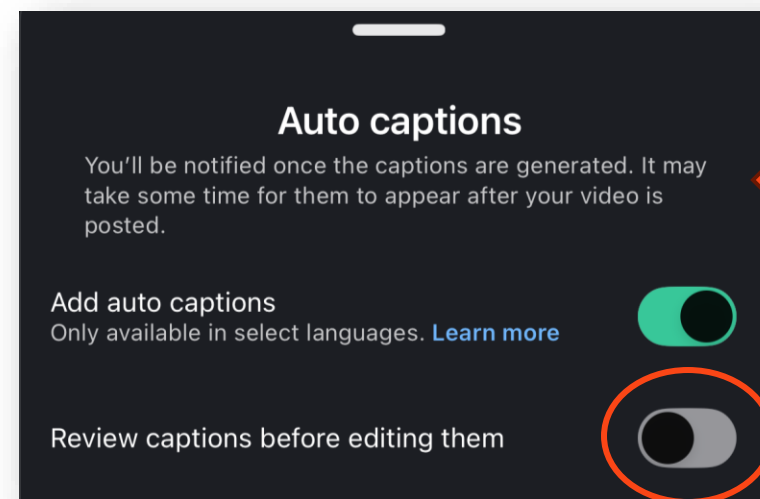
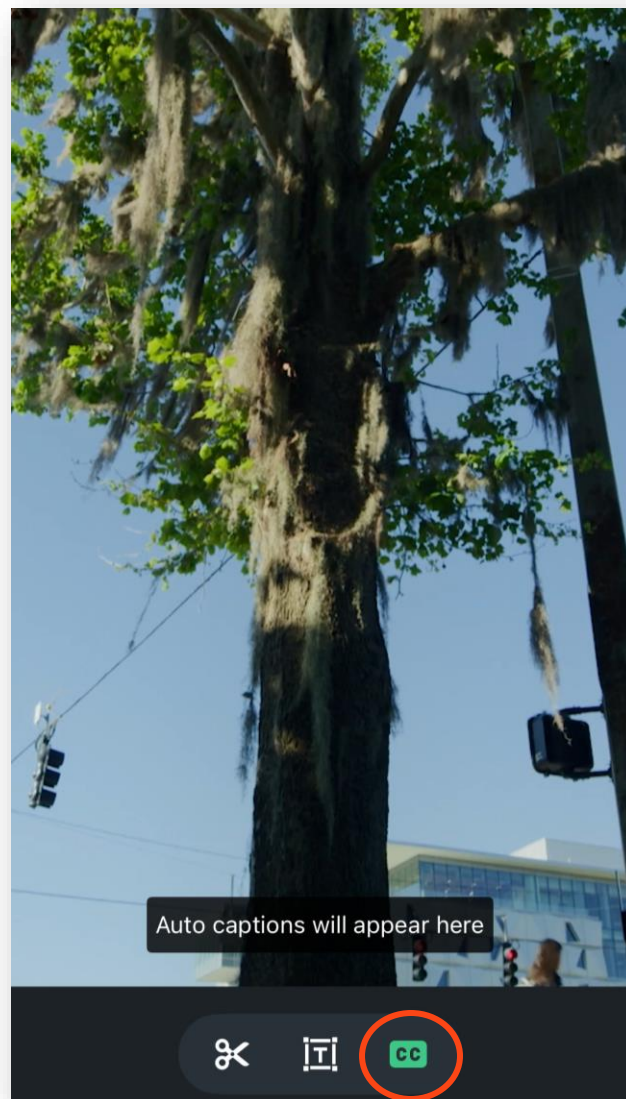
(DESKTOP - photo)



ACCESSIBILITY PER PLATFORM

LINKEDIN

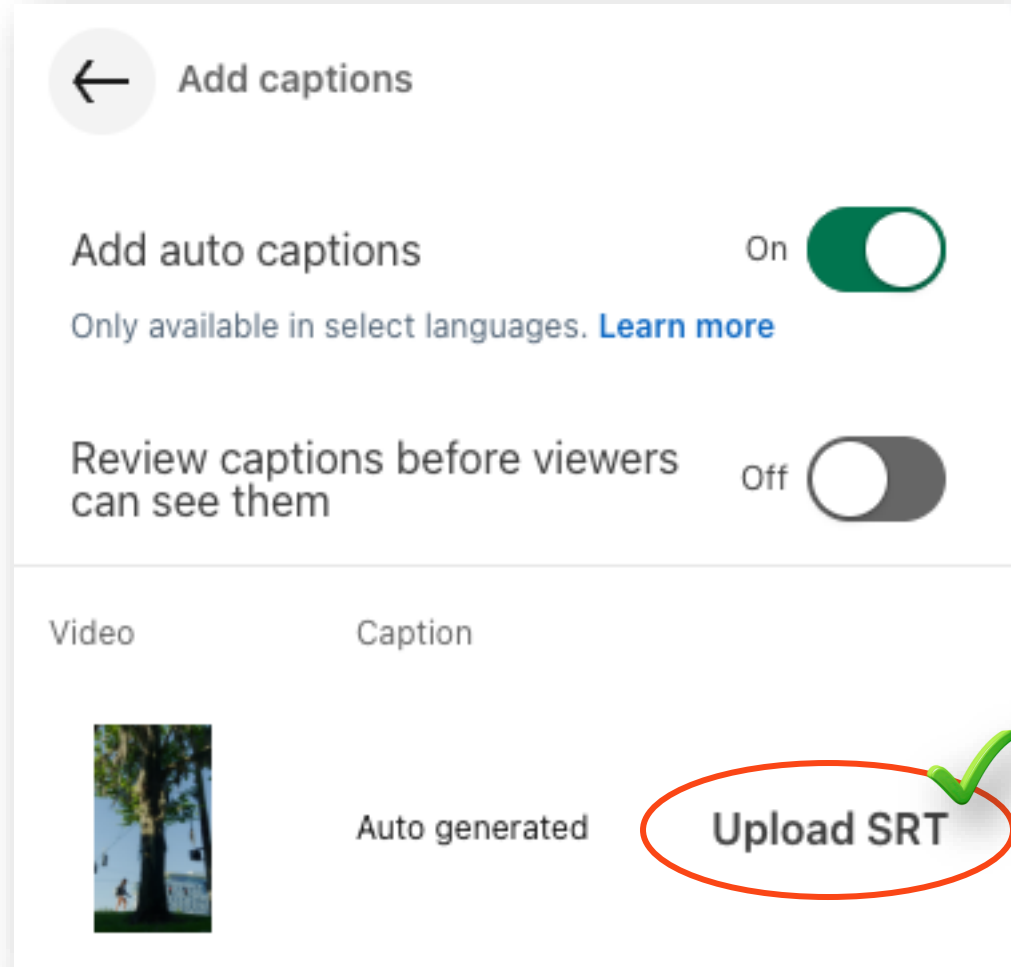
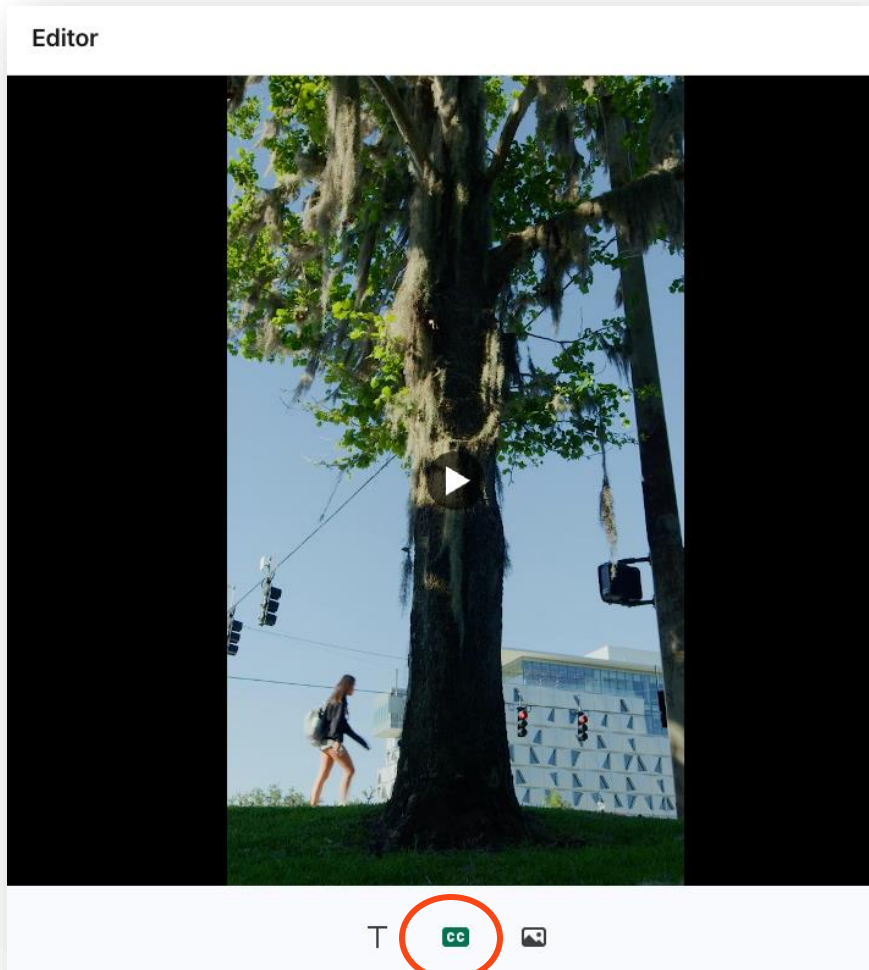
(MOBILE - video)



ACCESSIBILITY PER PLATFORM

LINKEDIN

(DESKTOP - video)



ACCESSIBILITY PER PLATFORM

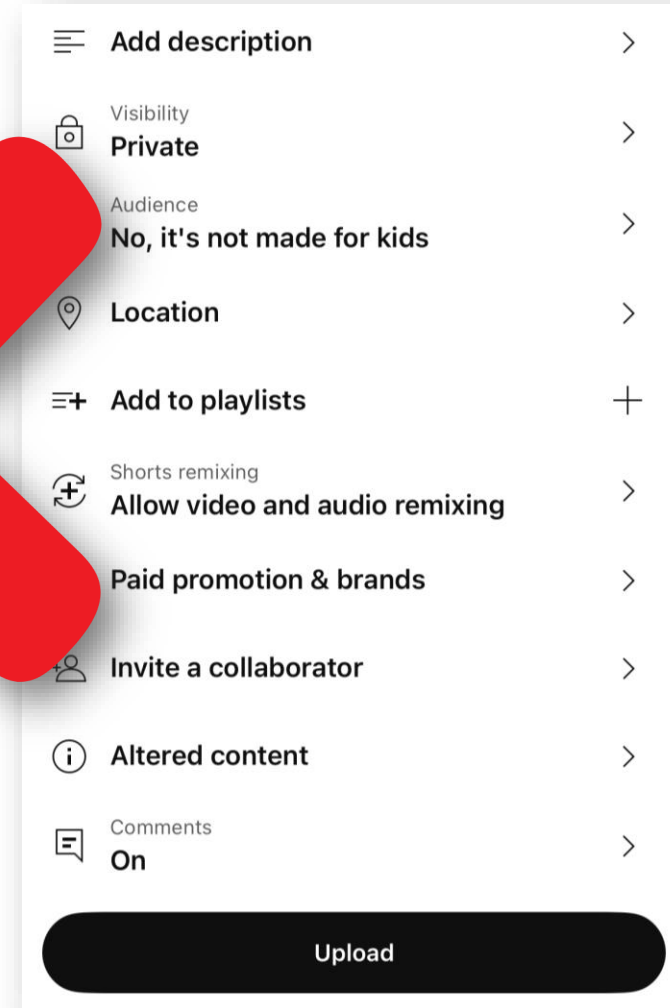
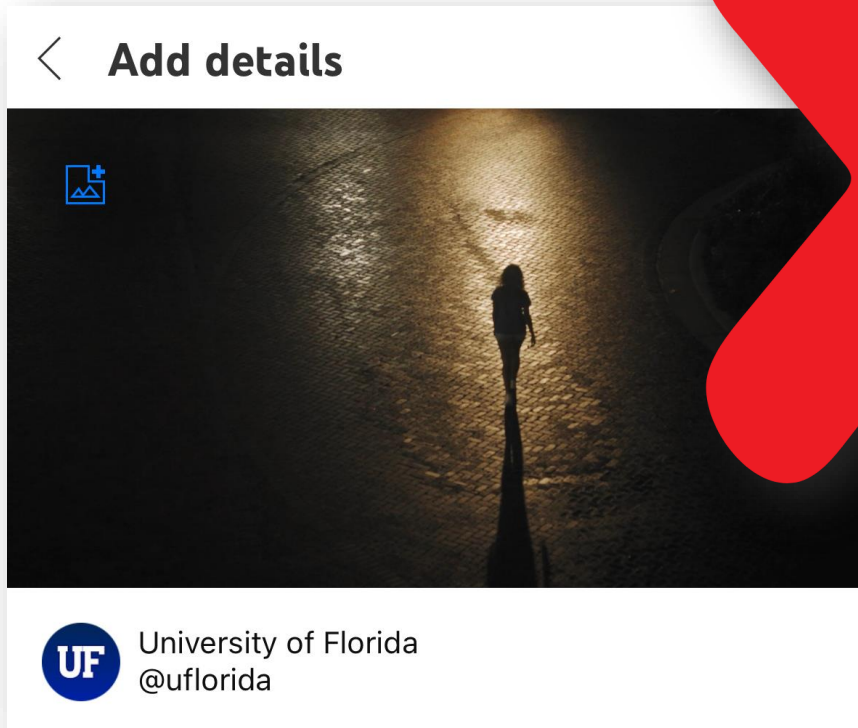
YOUTUBE

Videos

- Auto or self-generated captions, can edit both before and after posting
- Upload .SRT files, can upload after posting

ACCESSIBILITY PER PLATFORM

YOUTUBE (MOBILE)



*don't do this, there's no way to upload an .SRT file or edit captions

ACCESSIBILITY PER PLATFORM

YOUTUBE (DESKTOP)

Details **Video elements** Checks Visibility

Video elements

Use cards and an end screen to show viewers related videos, websites, and calls to action. [Learn more](#)

- Add subtitles**
Reach a broader audience by adding subtitles to your video **Add**
- Add an end screen**
Promote related content at the end of your video [Import from video](#) **Add**
- Add cards**
Promote related content during your video **Add**

Select how you want to add captions

- Upload file** ?
- Auto-sync ?
- Type manually ?

Select subtitles file type to publish

- With timing
- Without timing

[Cancel](#) **Continue**

ACCESSIBILITY PER PLATFORM

THREADS

Videos

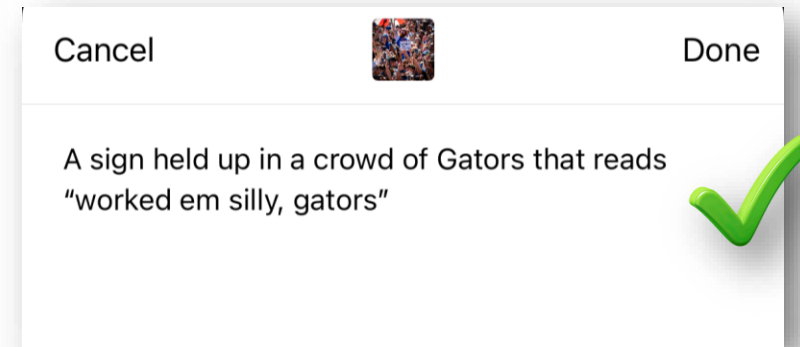
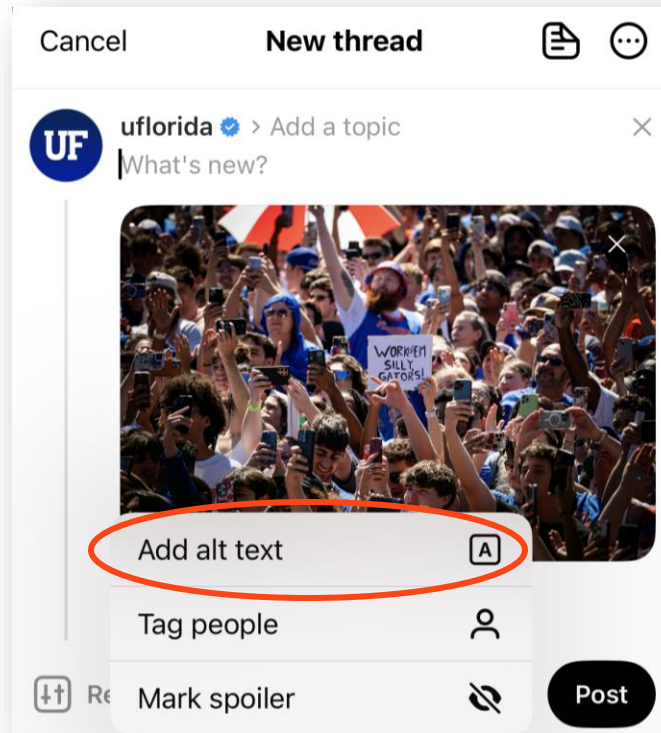
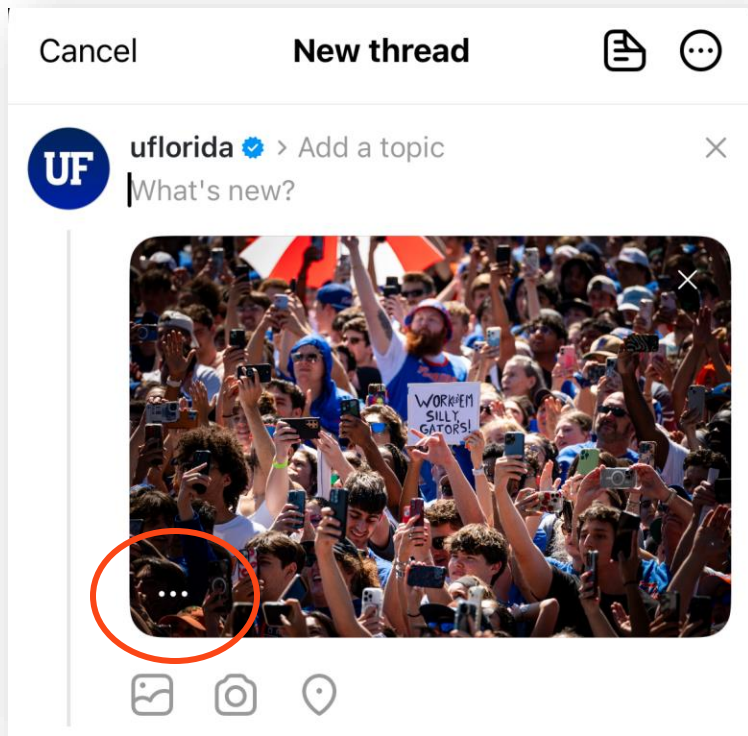
- NO .SRT uploads, need burned-in captions on videos
- Video captions cannot be edited after a post is live

Images

- Manually upload alt text, cannot be edited or added after post is live

ACCESSIBILITY PER PLATFORM

THREADS (MOBILE - photo)



ACCESSIBILITY PER PLATFORM

THREADS (DESKTOP - photo)



uflorida > Add a topic
What's new?



Add

Mark spoiler

Tag people

Add alt text



Add alt text



A sign held up in a crowd of Gators that reads "worked em silly, gators"

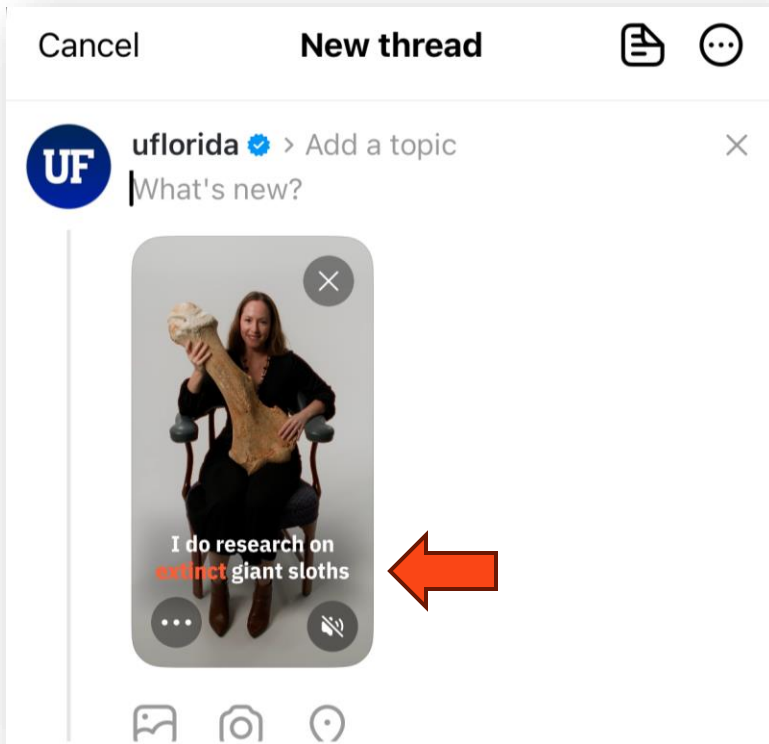
Done

Adding an alt text description will replace the one we automatically generate.

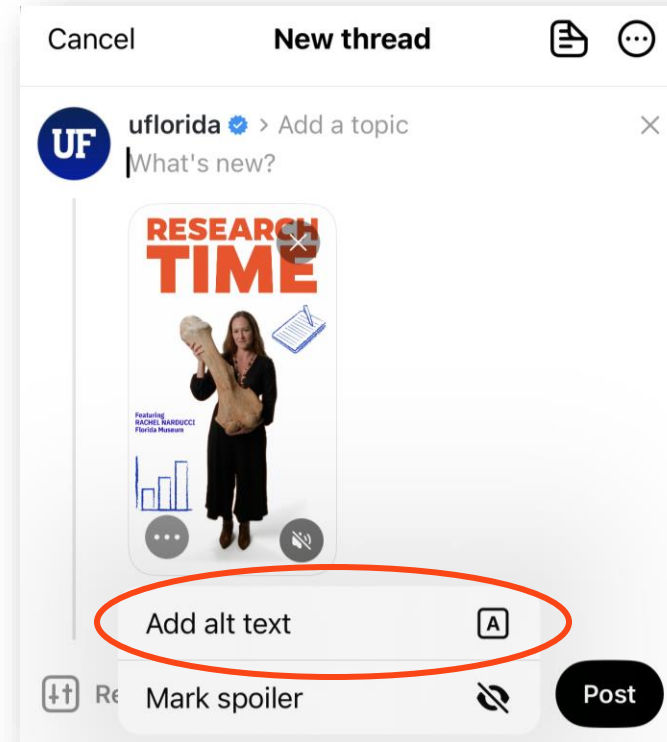


ACCESSIBILITY PER PLATFORM

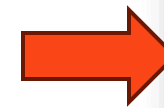
THREADS (MOBILE - video)



*needs to have burned-in captions, no .SRT upload available



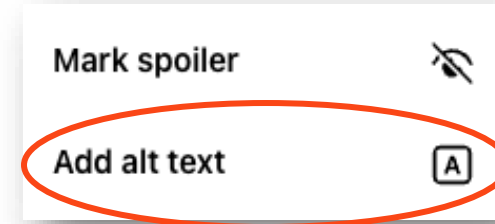
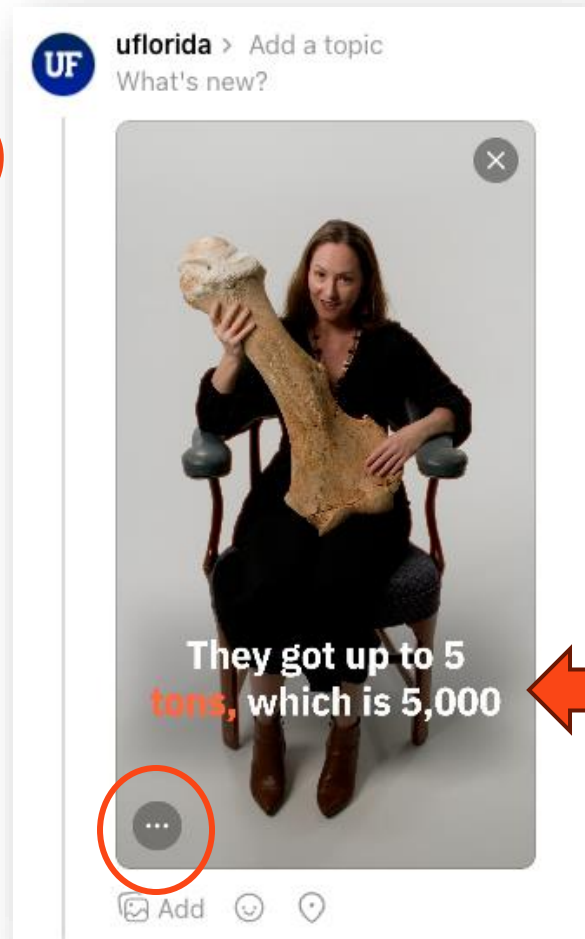
*not captions, visual description of the video



ACCESSIBILITY PER PLATFORM

THREADS (DESKTOP - video)

*needs to have burned-in captions, no .SRT upload available



*not captions, visual description of the video



Video of a researcher holding a giant extinct sloth bone

REMINDERS

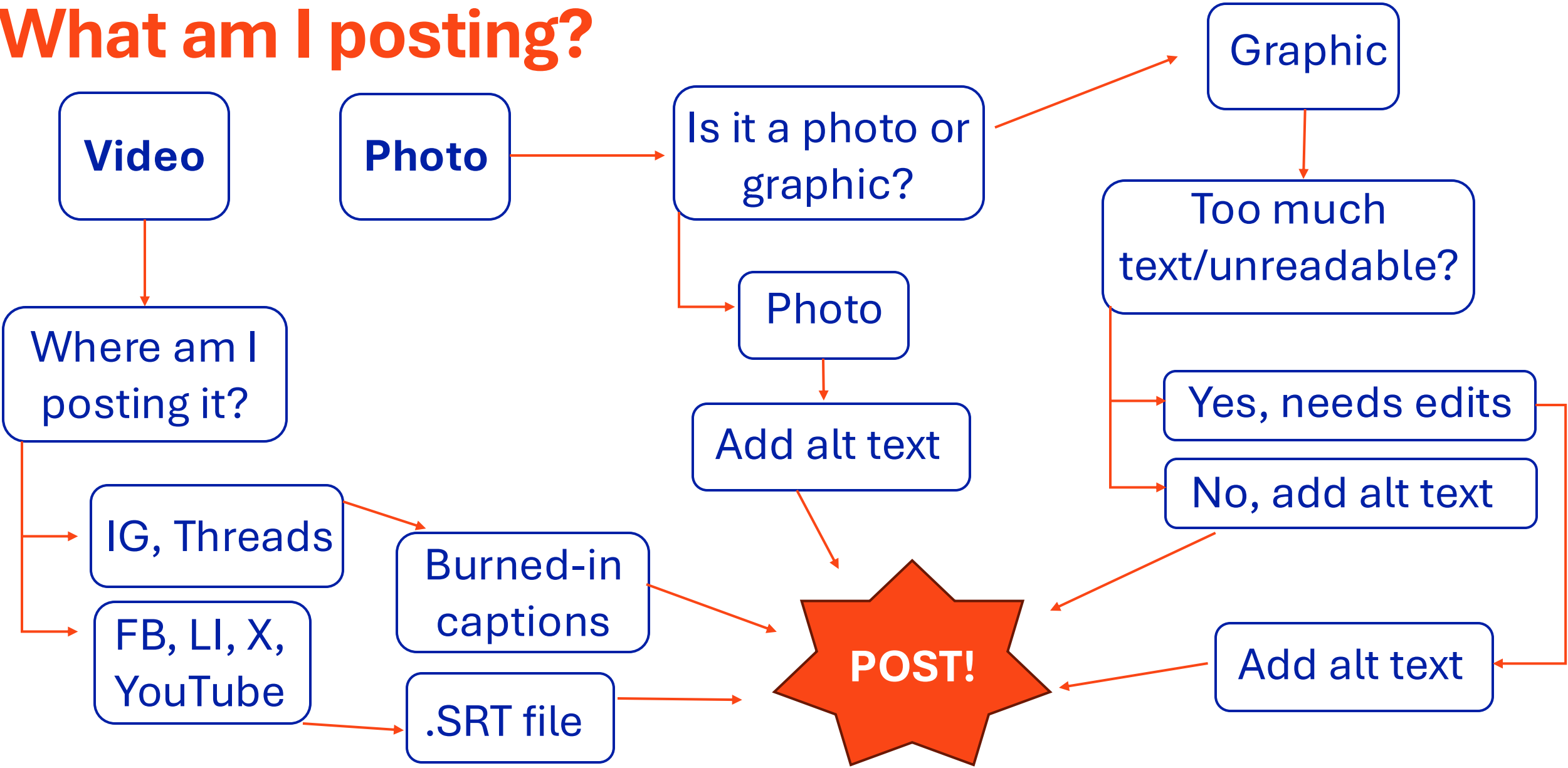


ACCESSIBILITY

REMINDERS

- Add alt text on images or GIFs, don't rely on auto-generated text
- Always include captions on videos
- Use clean simple visuals for graphics, use contrast checker
- #CamelCase hashtags
- Be mindful with use of emojis in text, use them at end
- Build accessible checks into content approval process
- Always click the three dots (...) for accessibility help
- Triple check everything before uploading!

What am I posting?



SOCIAL MEDIA ACCESSIBILITY

INFORMATION AND RESOURCES

- [Department of Justice ruling \(ada.gov\)](https://www.ada.gov)
- [UF Electronic Information Technology and Communication Accessibility Policy \(EITCA\)](#)
- [UF Accessibility website](#)
- [UF Brand Center](#)
- [More on ADA and Title II at UF](#)
- Send general questions to Title2-ADA@ufl.edu

APRIL 24, 2026



QUESTIONS?