

# Accessible Social Media Marketing Guide

## Content

| **Text and writing** | **Complete** | **Partially complete** | **Action needed** |
| --- | --- | --- | --- |
| Text is short and succinct |  |  |  |
| Language is simple and avoids jargon |  |  |  |
| Sentences are short under 15 words |  |  |  |
| One idea is communicated per sentence |  |  |  |
| Language uses affirmative disability terms and is inclusive |  |  |  |
| Text is at least 12 points in size |  |  |  |
| Sans serif fonts are used |  |  |  |
| The use of italics is minimised |  |  |  |
| Words use a combination of caps and un-capitalised fonts, no use of all caps in headings |  |  |  |
| Colour contrast of font to background is high |  |  |  |

| **Images and graphics** | **Complete** | **Partially complete** | **Action needed** |
| --- | --- | --- | --- |
| Images are used to support content in text |  |  |  |
| People with disability are respectfully represented in images |  |  |  |
| Alt text is applied to images |  |  |  |
| Image descriptions are used |  |  |  |
| Text overlaid over images is clear and easy to read, complex graphics are not placed behind text |  |  |  |
| Accessible colours are used |  |  |  |
| Graphics used do not rely on colour alone to convey meaning |  |  |  |

## Accessible Presentation

| **Video and audio** | **Complete** | **Partially complete** | **Action needed** |
| --- | --- | --- | --- |
| Captions are available for all video content |  |  |  |
| Captions are placed so that it is not obscured by headers and footers when viewed in the social platform |  |  |  |
| Captions have been edited for accuracy |  |  |  |
| Captions are in sans serif font |  |  |  |
| Auslan versions of videos are available |  |  |  |
| Video content has audio description |  |  |  |
| Headlines are added to video content |  |  |  |
| Vertical specific features are used |  |  |  |

| **Emojis** | **Complete** | **Partially complete** | **Action needed** |
| --- | --- | --- | --- |
| Emojis are used to enhance readability |  |  |  |
| No more than four emojis are used at a time |  |  |  |
| The meaning of emojis are clear and easy to understand |  |  |  |
| Emojis are used to complement not replace text |  |  |  |

| **Hashtags** | **Complete** | **Partially complete** | **Action needed** |
| --- | --- | --- | --- |
| Are written in lower case, no camel case is used |  |  |  |
| Hash tags provide an overview of key content |  |  |  |

| **Links** | **Complete** | **Partially complete** | **Action needed** |
| --- | --- | --- | --- |
| Links to content are available in shortened form |  |  |  |
| Clickable links are provided where possible |  |  |  |