

Social Media Audit

ACCOUNT

- ☒ Account handles are CamelCased
- ☒ Account banners do not contain any images that aren't accessible.
- ☒ Account bios do not contain large links, unnecessary formatting, or extensive hashtags and emojis.
- ☒ Profile images and banners don't contain any important information that can't be found elsewhere.
- ☒ Account bios link to pages containing additional context and accessibility information.
- ☒ Information across accounts is shared widely to reach all audiences.

IMAGES

- ☒ Images and Gifs contain Alt text
- ☐ Images are captioned alongside an Image Description
- ☐ Any flattened copy in my images is included in the Alt text.
- ☐ Images with excess information or copy, such as a large statement, infographic, or banner is included with a link to another page, where the information is provided as readable text.
- ☐ Contrast between the text and background is at least a 4.5:1 ratio.
- ☐ Images and graphics avoid using color combinations that might lead to poor contrast or 'vibrating' text.
- ☐ Designed images have been consulted using a Color Blindness and grayscale palette checker.
- ☐ Images with text have accessible font and weight used for the text.
- ☐ Images that are sourced are respectful and represent a wide-range of communities.

AUDIO AND VIDEO

- ☐ All videos are included with captions.
- ☐ Auto-captions and .srt files have been edited for a 99% accuracy.
- ☐ Captions are descriptive of voice, music, and audio.
- ☐ Videos do not include any strobes or flashing lights.
- ☐ Video and audio elements have associated descriptions in the captions and elsewhere provided when possible.
- ☐ Audio content has a transcript provided on another page.

COPY AND FORMAT

- ☐ Posts contain clear and effective language written at a sixth-grade reading level.
- ☐ Copy sticks to active voice.
- ☐ Copy does not contain jargon or niche phrases.
- ☐ Copy contains proper punctuation and avoids unnecessary formatting.
- ☐ Alt text and image descriptions include proper punctuation.
- ☐ Hashtags use CamelCase or PascalCase.
- ☐ Hashtag use is kept to a minimum.
- ☐ Hashtags are used at the end of the post.
- ☐ Emojis are used sparingly and not in succession.
- ☐ Descriptions and context of emojis have been researched on emojipedia.org.
- ☐ Emoticons are not used in social copy.
- ☐ Emojis are not included in between phrases, in bio, or username.
- ☐ The yellow skin tone is used for all emojis unless additional context is needed (for organizations).
- ☐ Links on social media are contextualized.
- ☐ Links are shortened through services like bit.ly. And the shortened link at the end is CamelCased.
- ☐ Links are included towards the end of a phrase or post.
- ☐ Link previews contain the proper Alt text of the thumbnail image.
- ☐ Link previews are used where possible.
- ☐ Link preview image descriptions are provided where Alt text is not available.
- ☐ Alternative characters, "Funky Text," is not used in usernames, bio, or posts.
- ☐ ASCII art is avoided or screenshotted and provided alongside Alt text and the text in the caption of the post.
- ☐ Trends are analyzed for accessibility.
- ☐ Accounts have pledged to not use trends that are not accessible like mixed case and two column tweets.
- ☐ Information in Instagram Stories, Facebook Stories, and Instagram Highlights is found elsewhere.

LIVESTREAM

- ☐ Livestreams can be made accessible through auto-captioning, CART, and ASL interpretation.
- ☐ Livestreams on platforms with no captioning are made accessible through another platform and service.
- ☐ Livestream chat functions are made accessible through another service.