

Social media accessibility: essentials

Add alternative (alt) text

Describe what is happening in the image (rather than simply listing people and things).

1. [Twitter alt text](#)
2. [Instagram alt text](#)
3. [Facebook alt text](#)
4. [LinkedIn alt text](#)

Use open captions on videos (captions burned onto video)

Choose a large, easy-to-read, sans-serif font.

Use camelback hashtags

Capitalize each word's first letter in a hashtag: #CornellAlumni