

MASSACHUSETTS ASSOCIATION
for the
Blind and Visually Impaired

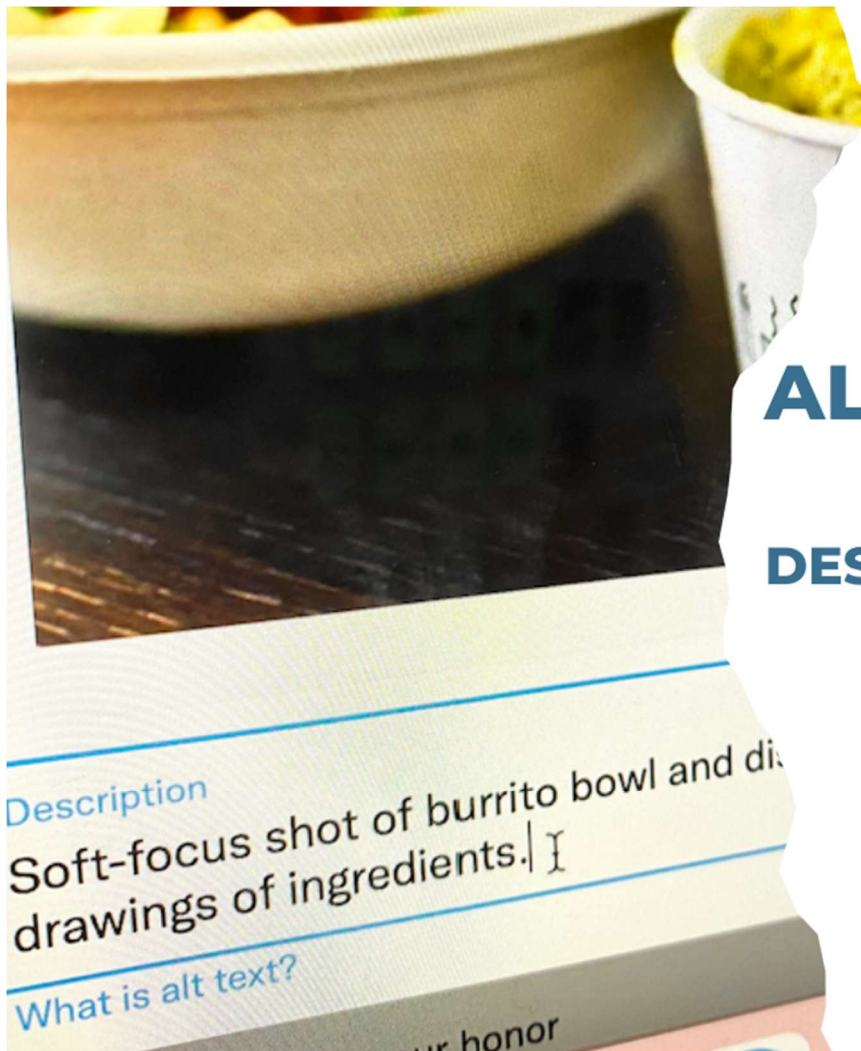
Accessibility Guidelines (5/18/23)

Happy Global Accessibility Awareness Day, (GAAD)! In recognition of the 12th anniversary of GAAD, throughout the day, we'll be posting simple tips for you to make your social media content more accessible! #GAAD2023 #A11y #MABVI
#HowToMakeYourSocialMediaContentMoreAccessible

“Every user deserves a first-rate digital experience on the web. Someone with a disability must be able to experience web-based services, content and other digital products with the same successful outcome as those without disabilities.”

“This awareness and commitment to inclusion is the goal of Global Accessibility Awareness Day (GAAD), a global event that shines a light on digital access and inclusion for people with disabilities.” ~
accessibility.day

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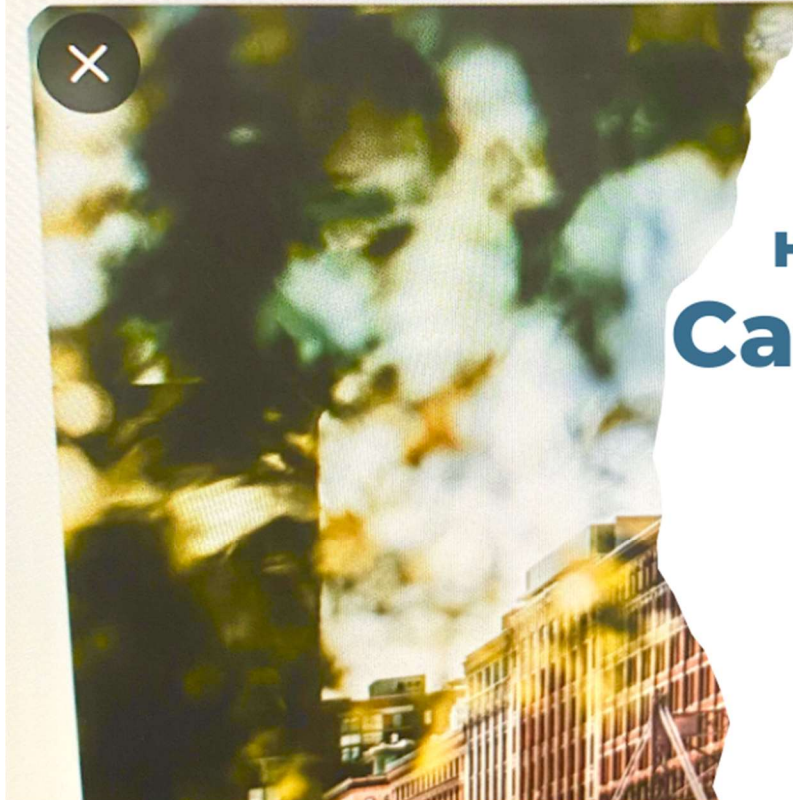
**ALT TEXT/
IMAGE
DESCRIPTIONS**



Add alt text to photos to provide a description that screen reader users can hear. You can also caption your post with “Image Description: XYZ”. And don’t forget to describe screenshots, memes, and GIFs, too! #GAAD2023 #A11y #MABVI #HowToMakeYourSocialMediaContentMoreAccessible

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It's a beautiful day in the n
#FortPointChannel #Boston

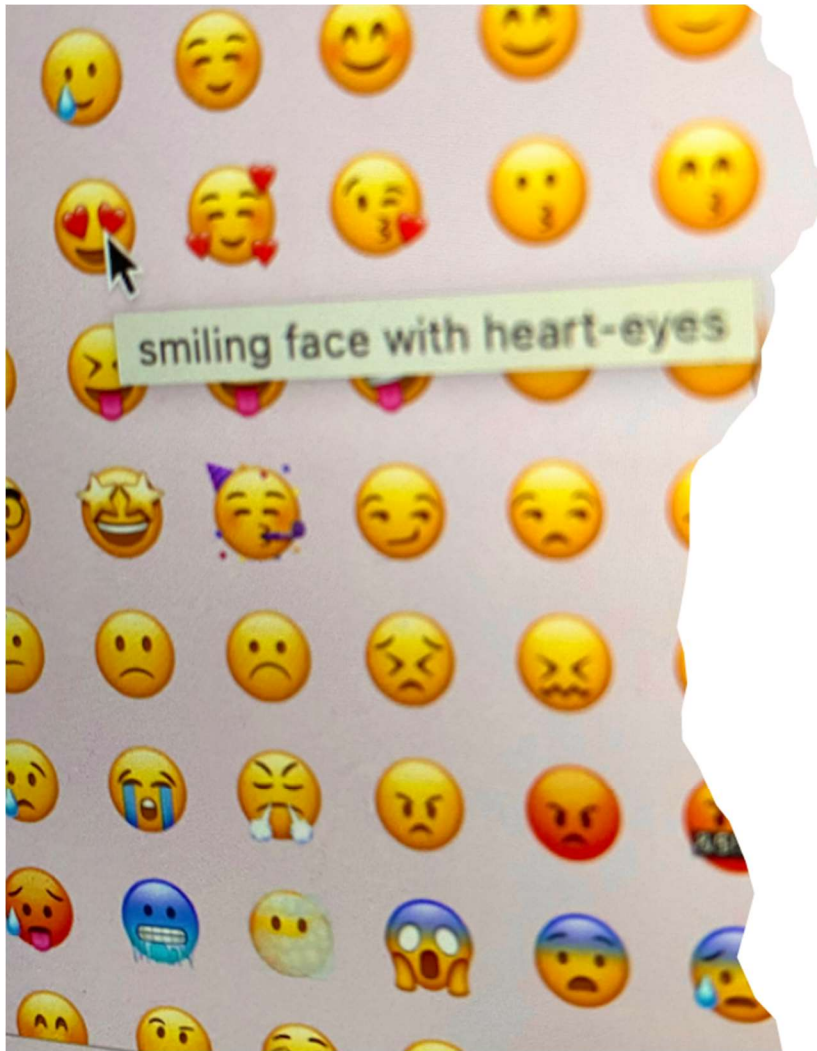


**HASHTAGS /
CamelCase**



#WriteYourHashtagsLikeThis - All caps or lowercase may look nice at times but capitalizing the first letter of each word in a hashtag is visibly easier to read and allows screen reader users to hear each word #GAAD2023 #A11y #MABVI
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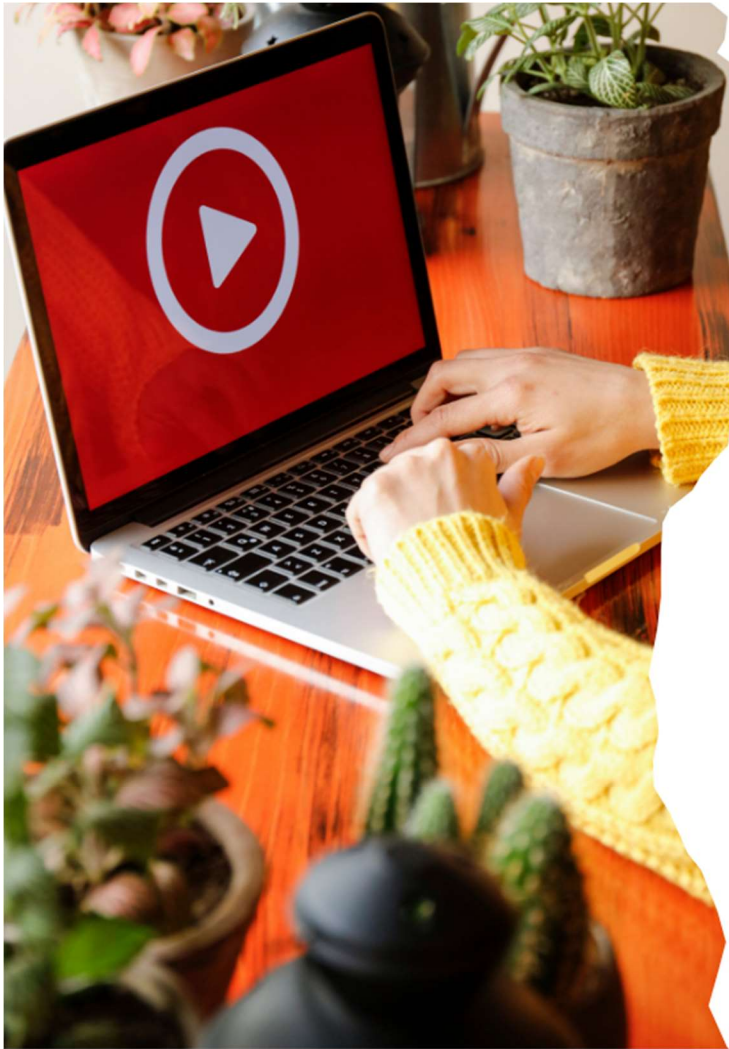


emoji



Screen readers announce each emoji name, so use emoji sparingly. “Red flag” read 10 times in a row is annoying and can be confusing. And make sure the emoji name makes sense for what you are trying to say. #GAAD2023 #A11y #MABVI #HowToMakeYourSocialMediaContentMoreAccessible

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Captions / Subtitles



Include captions or subtitles for videos. This is essential for deaf, hearing impaired, and deaf-blind users to be able to access and understand video content. Also, provide audio description when possible. #GAAD2023 #A11y #MABVI
#HowToMakeYourSocialMediaContentMoreAccessible

So, what is A11y? A11y is an industry standard abbreviation of the word “accessibility” by keeping the first and last letter of the word and replacing the middle 11 letters with the number 11. It also looks visibly similar to the word “ally,” which we think is pretty awesome!

For more information about accessibility and all of MABVI’s services, please call 1-888-613-2777 or email mabvi@mabcommunity.org