

UMB SOCIAL MEDIA ACCESSIBILITY CHECKLIST

Use the **University of Maryland, Baltimore (UMB) Social Media Accessibility Checklist** to ensure that your social media posts meet WCAG 2.1 Level AA guidelines before publishing.

Please note: This checklist is not intended to be exhaustive, nor does it replace formal accessibility review or policy requirements. Rather, it serves as a practical tool to support the integration of accessible best practices into social media planning and content creation. Consistent use will help build sustainable workflows and reinforce accessibility as a standard component of UMB's digital communications process.

To learn more about accessibility practices for social media, graphic design, and more, visit umaryland.edu/accessibility.

BEFORE YOU POST

TEXT AND READABILITY

- I used plain language and avoided unnecessary jargon.
- Acronyms are spelled out on first use.
- I did not use decorative Unicode or stylized fonts.
- Hashtags use CamelCase (e.g., #SchoolOfSocialWork).
- Emojis are limited and not repeated excessively.
- Emojis are placed after text, not between words.

LINKS

- Links are descriptive (not "Click here").
- The destination of the link is clear from the text.

IMAGES AND GRAPHICS

ALT TEXT (WCAG 1.1.1 - Required)

- Every meaningful image has alt text.
- Alt text describes essential information.
- Alt text does not repeat visible captions unnecessarily.
- Decorative images are marked decorative (if platform allows).

GRAPHIC TEXT AND INFOGRAPHICS

- All on-image text meets 4.5:1 contrast ratio.
- Icons and visual elements meet 3:1 contrast ratio.
- Color is not used alone to convey meaning.
- Complex graphics include a summary or accessible data link.
- URLs displayed on graphics are readable, descriptive, and not shortened (avoid bit.ly, tinyurl, etc.).
- QR codes are not used as the sole method of directing users on social media graphics.

VIDEO CONTENT

CAPTIONS (WCAG 1.2.2 - Required)

- Video includes accurate, synchronized captions.
- Captions include dialogue and relevant sound cues.
- Auto-generated captions have been reviewed and corrected.
- Caption timing matches speech pacing and does not lag or cut off.
- Captions are segmented into readable line lengths (1 to 2 lines, not full paragraphs).

Music Identification

- Meaningful background music is identified (e.g., [Upbeat instrumental music]).
- If a specific song is important to context, the title and artist are identified on first reference.

Speaker Identification

- Speakers are identified when not visually obvious.
- Speaker labels are used when multiple speakers appear
- Off-camera speakers are identified.

AUDIO DESCRIPTION

(WCAG 1.2.5 - Required When Needed)

- Important visual information is spoken in narration.

If NOT spoken:

- Audio description is included.
OR
- An accessible alternative version is provided. *

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Identifying Critical Visual Information

- All on-screen text is read aloud.
- Charts, graphs, and statistics are summarized verbally.
- Dates, deadlines, and locations are spoken.
- Calls to action shown visually are spoken.
- Silent actions that convey meaning are described.
- Changes in speaker, location, or setting are verbally indicated.

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Request to join the virtual Social Media Committee by emailing social@umaryland.edu

Visual Promotional Video Check

- On-screen text overlays are spoken.
- Building names, event names, and titles are spoken.
- Visual demonstrations are explained verbally.
 - › If narration already conveys all essential visuals, separate audio description is not required.
 - › Decorative video of locations not relevant to story do not need audio description.

*-Accessible alternative version may include:

- › A YouTube upload with integrated audio description.
- › A version with built-in narrated description.
- › A fully descriptive transcript including visual details.
- › A webpage version providing equivalent access.

The alternative must provide equivalent access to essential visual information.

LIVE VIDEO

- Live captions were enabled when feasible.

If replay is posted:

- Replay includes edited captions.
- Replay includes audio description if required.

MOTION AND ANIMATION

- No flashing more than three times per second.
- No rapid strobe or seizure-risk animations.
- Auto-play with sound is avoided when possible.

PLATFORM-SPECIFIC CHECKS

Instagram and TikTok

- Alt text added manually

OR

- Alt text added via Hootsuite publishing workflow

Instagram and TikTok Video Caption Options (Choose One)

Option A – For low-dialogue videos:

- Enable closed captions and manually edit for accuracy.

Option B – Preferred for quality control:

- Disable captions and use burned-in open captions created during editing.
- Do NOT use both burned-in and closed captions simultaneously.
- If video requires audio description:
 - Upload accessible version to YouTube.
 - Link to accessible version in caption or bio.

YouTube

- Edited caption file uploaded.
- Labeled speakers in closed captions each time someone new speaks if not identified in audio.
- Audio description included when required.
- Accessible version is discoverable (playlist or link).

Facebook and LinkedIn

- Alt text added.
- Videos are captioned.
 - › Open captions for vertical and square video.
 - › Upload SRT file for 16x9 video.

X and Bluesky

- Alt text added.
- Videos are captioned.
 - › Upload SRT file for X.
 - › Upload VTT file directly for Bluesky or SRT file via Hootsuite.