

Do's



Don'ts



1. Include important and informative points (including any text in the image) 2. If the image is very complex consider writing a

long text description

1. Start your alttext with "image of..."

2. Write an alttext essay







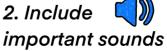
Do's



Don'ts



1. Check accuracy



3. Use good colour contrast for captions

1. Write burnt in captions that become obscured by profile pictures or other text







Don'ts

background



1. Use light 1. Check colour coloured text on contrast with a colour contrast light coloured background and analyser 2. Check your dark coloured content is still text on dark understood coloured without colour









- 1. Describe visual elements of videos (including gifs) in a transcript
- 2. Use camelCase for multi word hashtags e.g. #A11yIsCool
- 3. Leave hashtags and tagged accounts till the end of the post
- 4. Don't use more than one emoii in a row
- 5. Don't use fancy typography in text based posts
- 6. Keep metaphors and sarcasm to a minimum (or make sure you give context and explanation)