





Alt-text

Do's 	Don'ts 
<ol style="list-style-type: none"> 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 	<ol style="list-style-type: none"> 1. Start your alt-text with "image of..." 2. Write an alt-text essay





Captions

Do's 	Don'ts 
<ol style="list-style-type: none"> 1. Check accuracy 2. Include important sounds 3. Use good colour contrast for captions 	<ol style="list-style-type: none"> 1. Write burnt in captions that become obscured by profile pictures or other text



Colour

Do's 	Don'ts 
<ol style="list-style-type: none"> 1. Check colour contrast with a colour contrast analyser 2. Check your content is still understood without colour 	<ol style="list-style-type: none"> 1. Use light coloured text on light coloured background and dark coloured text on dark coloured background

Extra Tips

1. Describe visual elements of videos (including gifs) in a transcript
2. Use camelCase for multi word hashtags e.g. #A11ylsCool
3. Leave hashtags and tagged accounts till the end of the post
4. Don't use more than one emoji 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)

