

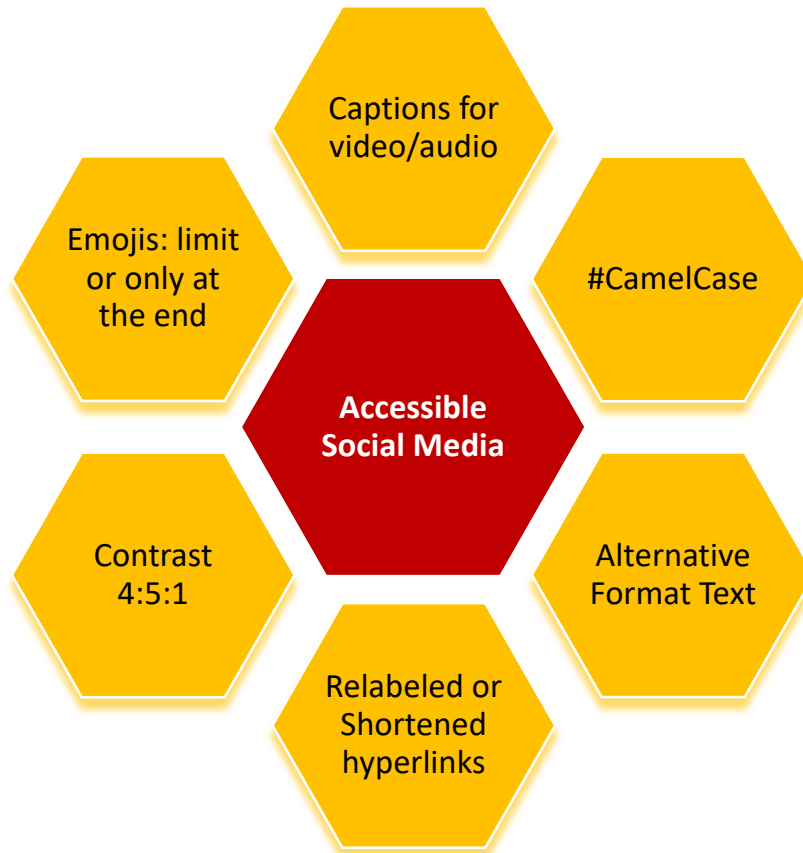
## Social Media Accessibility

### Accessibility Statement:


Social Media posts will generally reach an audience that includes individuals with disabilities. USC is committed to ensuring equal access to its programs/resources and all Social Media posts are expected to be accessible to individuals with disabilities.

Web Content Accessibility Guidelines (WCAG) 2.1 AA is the accepted standard and its requirements apply to Social Media. Though technical adherence to the standards is desired, it may aid those who create social media content to pragmatically think about how the following individuals would access their content:

- Someone who is unable to see or has reduced vision
- Someone who is unable to hear or is hard of hearing
- Someone who has limited dexterity and cannot use a mouse or keyboard



## Captions for Video/Audio

- To aid individuals who are Deaf or Hard of Hearing, posted video and audio clips need to contain accurate captions that are synched with the media.
- Captions typically include relevant sound effects. Ex. <USC marching band plays Fight On> or <  > or <birds chirping in background>
- If using AI to caption (such as YouTube's auto captions) you must ensure accuracy by reviewing the content and editing as needed prior to posting.
- If hosting the video/audio clips on a USC website, your social media post should additionally link to the website to aid in accessibility.

## Alternative Format Text

- Text must be associated with each posted image through Alt Text that describes the image to allow individuals utilizing a screen reader access to the content.
- Consider providing an indication that link in a post is video, audio, or a photo by using [Video], [Audio], [Photo].
- Alternative text should be descriptive, conveying the content and functionality of the image:
  - Weak: Male at USC
  - Strong: Name of individual/Title of individual standing in front of Tommy Trojan at USC.

## Contrast 4:5:1

- Contrast is the measure of luminance or brightness between colors.  
Consider dark backgrounds with light (white) text or light (white) backgrounds with dark text.

## #CamelCase

- Capitalizing the first letter of every word provides access to individuals who use screen readers due to visual impairment or blindness. Hashtags should always be at the end of your posts.

## Relabeled or Shortened Hyperlinks

- Whenever possible make sure the link is descriptive in nature and not a long list of code (numbers/letters) as this aids individuals with understanding where the link will take them.
- Avoid using phrases like “click here” or “read more” without an additional descriptor as it is difficult for individuals using screen readers to understand where the link is taking them.
- Links should be indicated by more than color alone. You can add [Link] prior to the actual link as an indicator.  
If a link will open a new window, indicate that in the text. Ex. “Click here to read more about President Folt’s Address (opens in new window)” or “President Folt’s Address (opens in new window)”

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## Emoji Use

- Limit your use of Emojis in posts as screen readers are unable to read the image or intent. If using emojis, use at the end of a sentence only and use a descriptive word prior to the emoji.

## Additional Resources:

- [Web Content Accessibility Guidelines \(WCAG\)](#)
- [Section508.gov Guidance on Creating Accessible Media](#)
- [Level Access Guide to Accessible Social Media](#)
- [Campus Suite Guidance for Accessible Social Media](#)
- [Digital Gov Social Media Accessibility Guidance](#)
- [Web Aim Guidance on Accessible Social Media](#)