

Empower your audience.

Truly connect.

Further your brand!

Top 7 INKLUSIV strategies for A more inclusive **social media experience**

For close to 7 million Canadians who have disabilities, using social media platforms on a daily basis can be a very disappointing or even frustrating experience. Whether it's due to the content not being adapted to their needs or the platforms lacking accessibility features, there are many ways in which the experience can prove to be less-than-ideal. Approaching your social media strategy inclusively begins by acknowledging that your audience is much more diverse than you think! Make your posts a lot more accessible by applying these seven techniques, and help your audience enjoy a more inclusive experience as they connect with your brand.

01

Use CamelCase formatting for multi-word hashtags to make them easier to read, to help screen readers pronounce them correctly for those who are blind, and to avoid embarrassing misinterpretations.

02

Turn visual assets to grayscale to ensure important information is not conveyed through colour alone and that foreground text and graphics are sufficiently contrasted against their background colours.

03

Provide text alternatives for images used in social media posts so the information that they contain is also reliably conveyed to audience members with visual disabilities who depend on screen readers.

04

Avoid the use of tabs, spacing, emojis, and ASCII art to create forced visual formatting effects, unless those are converted into images, and supported with a proper text alternative for screen readers.

05

Offer more accessible multimedia files for everyone, by providing human-generated synchronized captions for videos, as well as accurate text transcriptions for podcasts and similar audio-only files.

06

Leverage plain language principles such as using simpler words, shorter sentences, and an active voice in social media posts, to help audience members better understand the message conveyed by the brand.

07

Make ambiguous links more descriptive and meaningful by replacing link text such as “click here” or “more info” with anchors that provide a clear perspective about the destination or purpose of the links.

Have you applied any of these tips to your social media strategy? Share your experience with us at info@inklusive.ca, or get in touch to learn more about ways you can expand your social media outreach by up to 40% more audience members!

