



UNIVERSITY OF

# South Carolina

## Accessible Social Media Checklist

### Why does this matter?

The University of South Carolina is required to make all digital content accessible by [WCAG 2.1 Level AA](#) standards. In order to make sure our social media is accessible to all in our Gamecock community, follow this checklist to ensure your content follows the guidelines.

### Visuals/Images

Does your visual content;

1. Provide an alt text description using 150 characters or fewer?
2. Have a color contrast of 4.5:1 minimum for all text?
3. Use a font from the Sans-Serif family that is at least 18 point in size?

### Videos/Audio

Do your video or audio content;

1. Have accurate captions that capture not only spoken sounds, but significant sounds like applause or music?
2. Exclude flashing or strobing content that flashes more than three times a second?
3. Include a video description in the caption of one to two sentences?
4. Have a transcript available?

### Captions

Do the captions for your content;

1. Repeat important information for your audience to know?
2. Avoid excessive emojis or all caps?
3. Capitalize the first letter of each hashtag and group them all at the end?
4. If using a URL, are you using a hyperlink with meaningful link text?

### Final Things to Remember

- Label interactive elements clearly.
- Use clear and concise language.
- Keep text in images or videos to a minimum. Less is more!

**Let's work together to make social media an accessible space for all Gamecocks!**

Email [accessibility@sc.edu](mailto:accessibility@sc.edu) with questions.