

TOP TIPS FOR ACCESSIBLE SHARING ON SOCIAL MEDIA



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**ARTS COUNCIL
ENGLAND**

All kinds of people take part in The January Challenge!

We want as many people as possible to participate and enjoy the responses that people share online.

Here are some tips on sharing your responses on social media in ways that are accessible to as many people as possible.

This includes using hashtags, image descriptions and ALT text, captions and audio description.

In this pack you will find step by step instructions on how to try out these top tips!

Hashtags

Use capital letters when using hashtags - like this:

#TheJanuaryChallenge
#64MillionArtists

This is so that people using screen readers, or dyslexic people can read the hashtag more clearly.

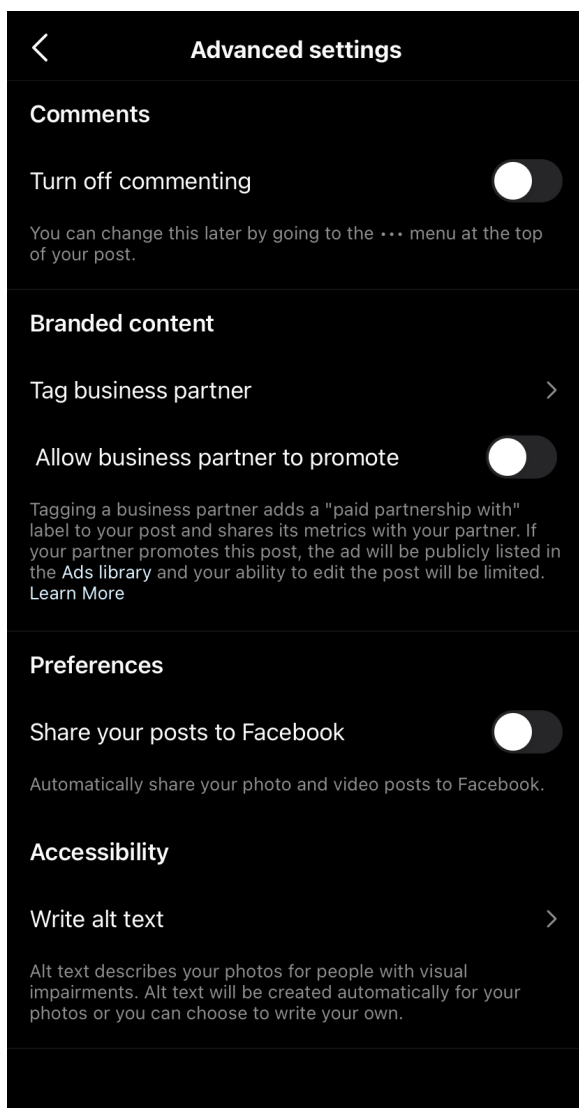


Image description and ALT Text

Describing images that you are posting online means that screen reader users are able to enjoy your posts.

An image description is a factual description of what you know about the image, ie - what the person in the photo looks like, the clothes they are wearing or the length of their hair. Find more information on image descriptions [here](#) (blog post).

Instagram - image descriptions



Click on the image or click [here](#) to watch the video guidance on adding alt text on Instagram.

When you post an image on Instagram, click on 'Advanced Settings' at the bottom of the 'New Post' area.

At the bottom of the Advanced Settings list, you will find the option to 'Write alt text.' Click here, and add the image description.

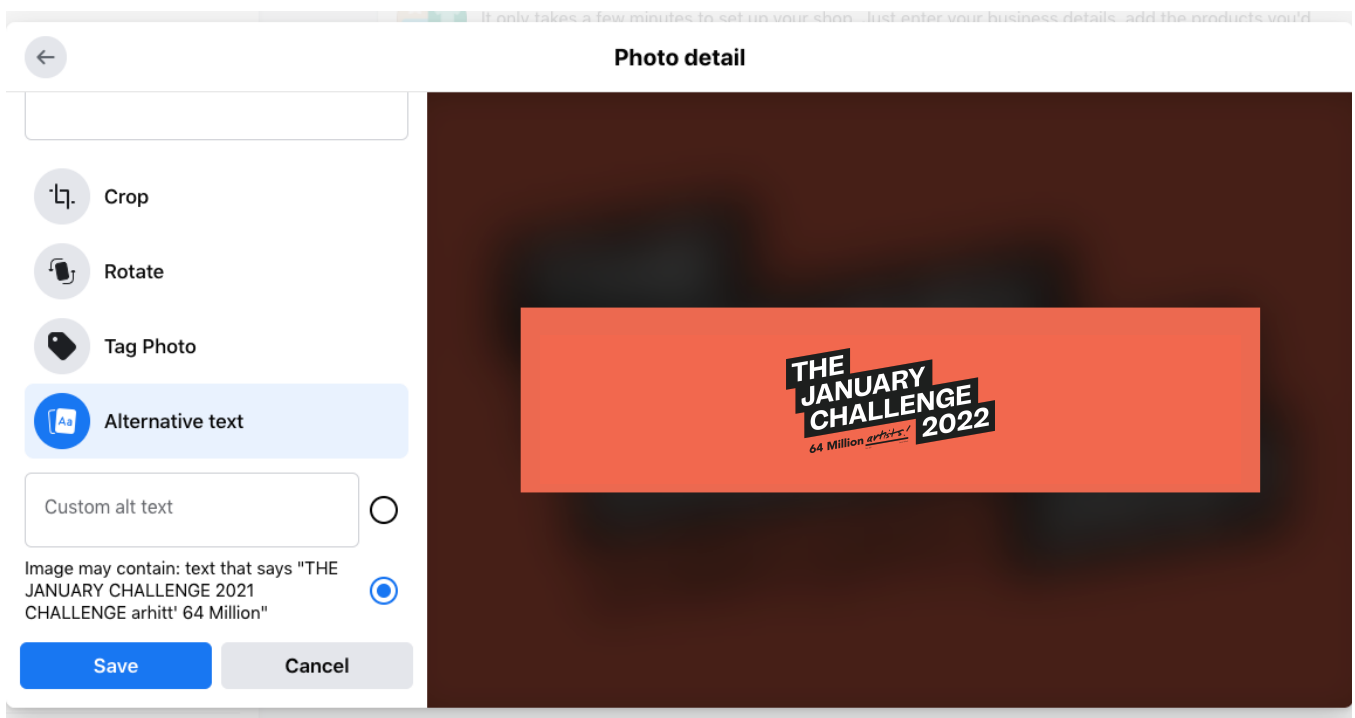


Facebook - image descriptions

Click on the image below or click [here](#) to watch the video guidance on adding ALT text to Facebook posts.

When you post an image on Facebook look for the 'edit' button on the top left of the image.

Click on 'Alternative text' and write your image description.



Twitter - image descriptions

Click on the image or click [here](#) to watch the video guidance on how to add ALT text to Twitter posts.

When you post an image on Twitter look for the 'edit' button on the top left of the image.

Click on 'add description' and write your image description.



Captioning videos

There are ways to automatically generate and edit subtitles/captions on Instagram and Facebook. Twitter does not automatically generate captions.

Please note, that these captions are not always accurate. We suggest uploading your video to Youtube and using the free subtitle edit tool.

Top tip!

Make sure your captions are appropriately sized (around font size 30) with a translucent black background. Your captions shouldn't cover important visual information, or the faces of people talking.

Youtube - automatic video captioning (recommended)

Once your video is posted, click on it to find the 'Video Details' page. On the left hand side, head to 'Subtitles.'

Youtube will automatically generate a transcript of your video. Go through the transcript and correct any errors. You could post this YouTube link elsewhere on social media.

Find further guidance [here](#) (blog post.)

Instagram - automatic video captioning

Click on the three horizontal lines on the top right hand corner of your Instagram app, then click on your Settings tab. Then, click on 'Account.'

You should find a tab called 'Captions.' Click here and turn on 'Auto-generated captions.'

For further guidance click [here](#) (youtube video).

Facebook - automatic video captioning

First, post the video you would like to caption. Find the video on your page and click on 'Edit' in the top right hand corner.

Next, click on the Captions tab and select 'Generate' to automatically create captions for your video.

You can now edit your captions line by line, making sure they are timed with the visuals.

For further guidance click [here](#) (blog post).



Audio describing videos

Embedded audio description means that blind or visually impaired people can experience what is happening in a video.

Audio description works similarly to image descriptions - they narrate the visual elements of the video.

If you share video footage, try describing the things that are in the shot - it might be what you look like, where you are, or what you are doing.

You can find an excellent example of embedded audio description in this [Rio Paralympics 2016 Trailer](#).



THE JANUARY CHALLENGE

We'd love for you to consider following these tips when sharing your challenge responses online! Follow us to join in the conversation and find out what others are up to.



Instagram - @64millionartists



Facebook - @64millionartists



Twitter - @64M_Artists

If you have any questions or want to get in touch, email us at yashoda@64millionartists.com



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JANUARY
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64 Million *artists!* **2022**