

TOP TIPS FOR ACCESSIBLE SHARING ON SOCIAL MEDIA



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 challenge 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 to start each new word 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 DESCRIPTIONS AND ALT TEXT

Describing images that you are posting online and using Alt text (alternative text) means that screen reader users are able to enjoy your posts.

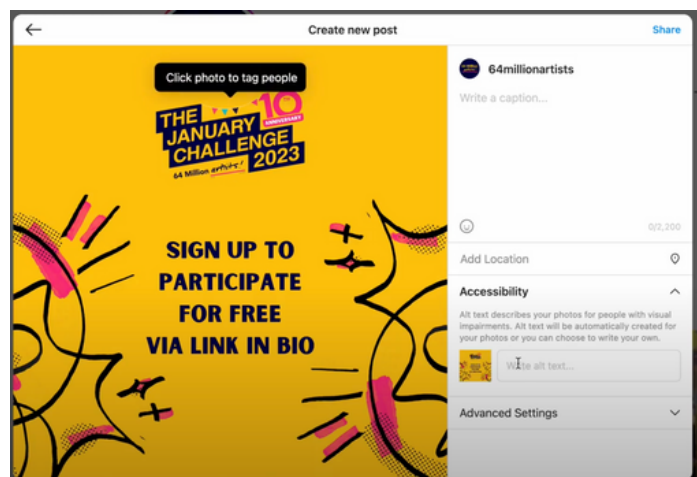
An image description is a factual description of what you know about the image, ie - what the person in the photo looks like, the clothes they are wearing or the length of their hair. Find more information on image descriptions [here](#).

INSTAGRAM - IMAGE DESCRIPTIONS

Click on the image below 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.

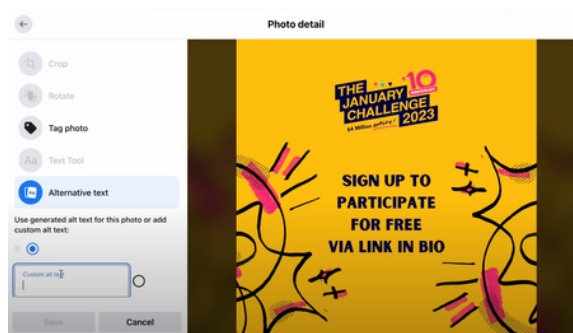


FACEBOOK - IMAGE DESCRIPTIONS

Click on the image to the right 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.

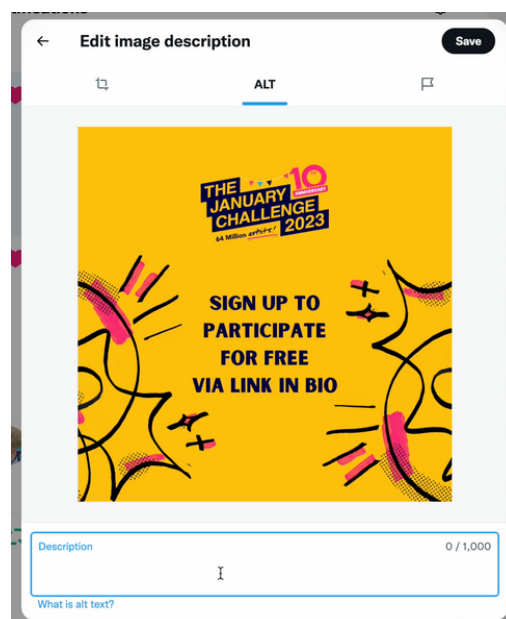


TWITTER - IMAGE DESCRIPTIONS

Click on the image to the right 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.

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

Find further guidance [here](#) (Youtube video).

INSTAGRAM - AUTOMATIC VIDEO CAPTIONING

Find a step by step guide [here](#) (Youtube video).

FACEBOOK - AUTOMATIC VIDEO CAPTIONING

Find a step by step guide [here](#) (Meta Help Centre).

Please note, that automatic video captions are not always accurate.



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 2023

64 Million *artists!*

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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