



# Social Media Accessibility Policy

## Preamble

Social Media is increasingly a powerful tool for both customer feedback and promotion. It is changing how people interact with one another, gather information, and changing how business and governments share information and deliver services. Unfortunately, many social media applications today do not adequately address accessibility and are difficult to use with assistive technology, which makes them inaccessible to many users with disabilities. Social Media platforms such as Facebook, Twitter, and YouTube may contain accessibility issues beyond the ability of [your institution] to remediate or address.

## Purpose

This document describes [your institution]'s current Social Media Accessibility Policy.

## Scope

This policy applies to any use of a Social Media platform, including but not limited to Twitter, Facebook, YouTube, Pinterest, Instagram, and others. As new Social Media platforms emerge, the Web Accessibility Coordinator is responsible for ensuring that the new application or platform is included in [your institution]'s Social Media Policy upon adoption.

## Compliance Timeline

Note: Dates will be determined after [your institution] Social Media Teams have received training and remediated a representative number of pages. This will allow the Social Media Teams to more accurately estimate the effort required based on resources available.

## Policy

The Social Media Accessibility Policy for [your institution] is part of the larger Web Accessibility Policy at [your institution] in force at the time of adoption, with some minor exceptions related to technical aspects of the host Social Media Platforms. This policy recognizes existing accessibility limitations of most Social Media platforms, as well as the inability of [your institution] to reasonably effect changes to these platforms.

**In these cases, content owners will be responsible for providing an accessible accommodation.**

The accessibility conformance of all of [your institution]'s Social Media platforms will be informed by the requirements of W3C Web Content Accessibility Guidelines 2.0 Level AA (WCAG 2.0 AA) to the extent that individual platforms will allow. WCAG Requirements related to color and color contrast, alternative content creation (including captions, video descriptions and transcripts), content not relying solely on sensory characteristics of components such as shape, size, visual location, orientation, or sound, and the avoidance of flashing content (within restricted thresholds) remain fully in effect.

This Policy mandates that Social Media activity at [your institution] **MUST** at a minimum meet the following WCAG 2.0 Success Criteria:



- **SC 1.1.1 Non-text Content:** All non-text content that is presented to the user has a text alternative that serves the equivalent purpose.
- **SC 1.2.1 Audio-only and Video-only (Prerecorded):** For prerecorded audio-only and prerecorded video-only media, the following are true, except when the audio or video is a media alternative for text and is clearly labeled as such:
  - Prerecorded Audio-only: An alternative for time-based media is provided that presents equivalent information for prerecorded audio-only content.
  - Prerecorded Video-only: Either an alternative for time-based media or an audio track is provided that presents equivalent information for prerecorded video-only content.
- **SC 1.2.2 Captions (Prerecorded):** Captions are provided for all prerecorded audio content in synchronized media, except when the media is a media alternative for text and is clearly labeled as such.
- **SC 1.2.3 Audio Description or Media Alternative (Prerecorded):** An alternative for time-based media or audio description of the prerecorded video content is provided for synchronized media, except when the media is a media alternative for text and is clearly labeled as such.
- **SC 1.2.5 Audio Description (Prerecorded):** Audio description is provided for all prerecorded video content in synchronized media.
- **SC 1.3.3 Sensory Characteristics:** Instructions provided for understanding and operating content do not rely solely on sensory characteristics of components such as shape, size, visual location, orientation, or sound.
- **SC 1.4.1 Use of Color:** Color is not used as the only visual means of conveying information, indicating an action, prompting a response, or distinguishing a visual element.
- **SC 1.4.3 Contrast (Minimum):** The visual presentation of text and images of text has a contrast ratio of at least 4.5:1, except for the following: (Level AA)
  - **Large Text:** Large-scale text and images of large-scale text have a contrast ratio of at least 3:1;
  - **Incidental:** Text or images of text that are part of an inactive user interface component, that are pure decoration, that are not visible to anyone, or that are part of a picture that contains significant other visual content, have no contrast requirement.
  - **Logotypes:** Text that is part of a logo or brand name has no minimum contrast requirement.
- **SC 2.3.1 Three Flashes or Below Threshold:** Web pages do not contain anything that flashes more than three times in any one second period, or the flash is below the general flash and red flash thresholds.
- **2.4.4 Link Purpose (In Context):** The purpose of each link can be determined from the link text alone or from the link text together with its programmatically determined link context, except where the purpose of the link would be ambiguous to users in general.

Additionally, [your institution]-branded Social Media home page(s) by platform **MUST** provide information on how to contact the appropriate business contact in the organization to request materials in an alternate format.



## Policy Review

This policy will be reviewed, on an annual basis, by the [your institution] Web Accessibility Coordinator and key stakeholders, to ensure that it is up to date and in line with the original purpose.

It is the responsibility of the Web Accessibility Coordinator to review the Best Practices Appendix twice-annually to ensure for accuracy, as well as annotate advances or emergent Best Practices. This Policy does not preclude more frequent reviews and changes to these Best Practices as required.

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