

The BBC is committed to inclusivity and accessibility. Our aim is for social media to be as accessible as possible within the technical constraints of the social media platforms and the resource constraints of production teams.

Thinking about accessibility at the start of your creative process will help you reach and serve a more diverse audience.

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1. Use subtitles and/or closed captions wherever possible. Subtitles should reflect the audio accurately. They should also be accessible to read. The BBC's [Subtitling Guidelines](#) can help you with this.
2. Understand the difference between subtitles and closed captions. Subtitles are burned into the video and help people with hearing loss. They also serve the audience who watch videos with the sound off. Closed captions can be read by a screen reader. They help people with sight loss or cognitive difference. They can be turned on and off.
3. Use Alternative Text, or Alt Text, to describe the editorial intent of an image. It is best practice to add alt text manually.
4. Keep your language clear and straightforward. This will help everyone understand and access your social media.
5. Graphics and colour should be suitable for people who have a vision impairment or are colour blind. Using a high contrast helps. The BBC has [colour and contrast guidelines](#) to help you with this.
6. Only use flashing lights or patterns if they are editorially justifiable and have adequate warnings. Photosensitive epilepsy can be triggered by flashing images. It can cause seizures, injury and even death. The Harding test can be used to check this.

Remember: Does your social media post make sense if you can't see the video? To check this, close your eyes and listen back.