# Social Media Post Accessibility Testing Checklist

Each level requires document creators to develop their accessibility skillset by adding more manual testing and validation. Each level includes and builds off of the items in the preceding levels (e.g., Level 2 encompasses the items in Levels 1 and 2, Level 4 encompasses the items in Levels 1, 2, 3, and 4).

- Level 1: Run automated tests and fix any errors found
- Level 2: Manual verification of visible content
- Level 3: Manual verification of document properties
- Level 4: Preparing to finalize

## Social Media Posts

### Level 1:

- ☐ Is the use of color only to indicate meaning avoided in graphics?
- ☐ Do all images have meaningful alt text?
- ☐ Does the color contrast of text in images meet 4.5:1 for text and 3:1 for large text and images minimum contrast requirements?

### Level 2:

- ☐ Are camelCase or PascalCase used to identify multiple words in a hashtag (e.g., #TheMoreYouKnow)?
- ☐ Are hyperlinks added to the end of the post before any appended hashtags?
- ☐ Are emojis used sparingly?
- ☐ Do posted videos and audio files contain closed captions, audio description when necessary, and is there a link to a transcript?

### Level 3:

- ☐ Is plain language used, avoiding jargon, and spelling out abbreviations?
- ☐ Are non-standard characters avoided?
- ☐ Is directional and/or sensory language avoided (e.g., "the image to the right" or "the blue icon")?
- ☐ Is the content visible in high contrast mode and dark theme?

- ☐ Are images of text avoided or, if necessary, linked to a page with the accessible text available?
- ☐ Are emojis or other non-standard symbols avoided for bulleted and numbered lists?

## Level 4:

- ☐ Are text alternatives provided as links to accessible text for complex charts and graphs?
- ☐ Are excessive carriage returns or line breaks avoided to create white space between characters or sentences?
- ☐ Are graphics clear and understandable in grayscale?
- ☐ Is language translation provided for critical information?

## Document Change Control

| Version No. | Revised by | Effective Date | Description of Changes |
|---|---|---|---|
| 1.0 | ACCESS Team | August 1, 2025 | Initial document |