Creating Accessible Content

FACEBOOK AND INSTAGRAM BEST PRACTICES

Hanane Boujemi
Public Policy, Regulatory
Affairs Manager
MENA&Turkey, META

∞ Meta

Meta's mission is to give people the power to build community and bring the world closer together – and that includes people with disabilities.

One billion people in the world have some form of disability, so when you post on Facebook or Instagram, it's important to consider them.*

*Source: World Health Organization

39M

People across the world are blind

285M

People across the world are visually impaired

70M

People across the world are deaf

300M

People across the world are hard of hearing

01   Key Terms and Concepts

- Digital accessibility refers to the ability of users with disabilities to effectively use information and communications technology (ICT).

- Assistive technologies are any item, piece of equipment, or product that is used to increase, maintain, or improve the functional capabilities of persons with disabilities.

- Assistive technologies for ICTs include:

    — Screen readers

    — Refreshable Braille displays

    — Magnification software

    — Voice recognition and dictation software

    — Head pointers and other alternative pointing devices

    — Switch devices

Disability is diverse and many people have multiple disabilities, but there are some generally accepted categories of disability that help us talk about them, and common tools and assistive technologies that are often used by each group.

02   Basic Tips for Posting Content

Use simple language

- Whenever possible, use simple language and shorter sentences.

- Use sentence case instead of all capital letters. It's easier to read.

Hashtags

- Capitalize the first letter of each word. #GrowOurCommunity instead of #growourcommunity

- This enables screen readers to pronounce hashtags properly.

EMOJI

- Avoid creating emoticons using text, such as :-).

- Instead use emojis, the small pictures use to convey emotion and ideas – example: 😀

- Each emoji has a matching text description that is spoken by screen readers for the blind.

Color

- Text is harder to read when it appears on top of photographs or complex images.

- Place text over a solid, high contrast background.

Animated GIFs

- Strong visual patterns including strobing, flickering, blinking, and flashing can make it extremely difficult or even impossible to read your post.

- They can even cause seizures.

- Make sure your GIFs flash no more than three times per second and run for less than 5 seconds.

03   Improving the Accessibility of Photos

Alt Text

- Alt Text makes photos accessible to people who are blind or low vision.

- Alt text is spoken by screen readers.

- Facebook and Instagram offer *automatic* alt text (AAT).

  - AAT works automatically (no activation required).

  - More than 80% of images displayed on Facebook and Instagram now contain AAT.[1]

- But to provide a better description, include a manual alt-text description when uploading a photo.

[1] Facebook and Instagram Data, Global, average from Aug. 1, 2021 – Aug. 31, 2021.

Tips for writing great alt text descriptions

- When adding manual alt text descriptions, write as if you're describing the image to someone.

- Be descriptive and provide context.

- Limit the description to 125 characters or less.

- Include punctuation but avoid formatting.

- Call out graphs, charts, screenshots, collages, logos, etc.

- Identify any text that is included in an image as part of the description.

How to edit alt text on Facebook

To see and edit alt text for a photo before you post it:

- ○ Click **Photo/Video** at the top of your News Feed.

- ○ Select the photo you want to add.

- ○ Hover over the photo and click 🖉 to edit.

- ○ The automatically generated text will be shown on the left side of your photo. Click **Override generated alt text** to edit it.

- ○ Write your alt text in the box. To change back to the automatically generated text, click **Clear**.

- ○ To save your alt text, click **Save** in the bottom left.

How to edit alt text on Facebook

To change the alt text of a photo after you've posted it:

- ○   Click the photo to open it.

- ○   Click 🖊 in the top right and select **Change Alt Text**.

- ○   Click **Override generated alt text** or change the alt text in the text box. You can also click **Clear** to change your edited alt text back to the automatically generated text.

- ○   Click **Save**.

How to edit alt text on Instagram

To see and edit alt text for a photo before you post it on Instagram:

- Start by taking a photo or uploading an existing photo to Instagram.

- Choose a filter and edit the image, then tap **Next** (iPhone) or → (Android).

- Tap **Advanced Settings** at the bottom of the screen.

- Tap **Write Alt Text**.

- Write your alt text in the box and tap **Done** (iPhone) or ✓ (Android).

How to edit alt text on Instagram

To change the alt text of a photo after you've already posted it on Instagram:

- Go to the photo and tap ⋯ (iPhone) or ⋮ (Android).

- Tap **Edit**.

- Tap **Edit Alt Text** in the bottom right.

- Write the alt text in the box and tap **Done** (iPhone) or ✓ (Android).

Editing alt text

You can add a description to the post accompanying each photo so that a screen reader can describe the photo – the simpler it is, the better.

04   Improving the Accessibility of Videos

Captions and Transcripts

- Include captions or a transcript with your videos.

- Without them, your video will exclude people who are deaf or hard of hearing.

- They're also useful for people who are watching your videos in a noisy environment, quiet spaces, or when they may not have headphones.

Captioning Tools on Facebook

- On Facebook, you can automatically generate captions and edit them, write them yourself, or you can upload a SubRip (.srt) file.

- Auto-generated captions are available for Facebook ads and Pages and Facebook Live.

- In addition to enabling auto-generated captions on Facebook Live, you can choose to manually add captions, either by using a third-party closed caption tool or by working with a vendor to add real-time closed captions.

How to manage captions on Facebook

To add captions to your Page's video:

- From your News Feed click   **Pages** in the left menu.

- Go to your Page.

- Click **Photo/Video** at the top of your Page's timeline, then select a video from your computer.

- After your video has been uploaded, click **Subtitles & Captions (CC)** in the column on the right.

- Once your video has finished uploading, select whether you'd like to auto-generate captions, write them yourself or upload a SupRip (.srt) file.

- Click **Next**, then click **Publish**.

How to manage captions on Facebook

To add captions to an existing video on your Page:

- ○ Find the post on your Page's timeline.

- ○ Click   in the top-right corner.

- ○ Select **Edit Post.**

- ○ Follow the previous steps for adding captions.

How to enable auto-generated captions in Facebook Live

To turn on auto-generated captions:

- Click **Live Video** at the top of your News Feed.

- Click **Create Live Video**.

- Click **Settings**, then click **Viewer**.

- Tap ••• next to **Turn on auto-generated captions**. Captions will be automatically generated during your live video.

How to manually add captions in Facebook Live

To manually add captions:

- ○ Before going live, set up a third-party tool or start working with a third-party caption provider.

- ○ Along with the video footage, insert or pass through embedded CEA-608 captions data into the live encoder.

- ○ Stream your live broadcast feed via the Facebook Live API.

Auto-generated captions on Instagram

To enable auto-generated captions before sharing a video post:

- Tap ⊞ at the top to upload a video from your phone's library or record a video.

- Tap **Next** in the top right to edit your video by selecting a filter and changing the start and end points of your video.

- After editing your video, tap **Next** in the top right.

- Tap **Advanced Settings**.

- Scroll to **Accessibility** and tap ⬭ next to **Auto-generate captions** to turn on captions for your video.

Auto-generated captions on Instagram

To manage captions for a video post you already shared:

- ○ Tap ••• (iPhone) or ⋮ (Android) at the top of the video.

- ○ Tap **Manage Captions**.

- ○ From here you can:

  - ■ Tap ⬜ or 🔵 next to **Captions** to turn them on or off.

  - ■ Tap ⬜ next to **Remove Captions for Everyone**. This will make captions for your video 🔵 unavailable.

- ○ If captions are available on video posts you share, they'll automatically show unless you turn them off.

Auto-generated captions for Instagram Stories and Reels

○ Use the Captions Sticker on IG Stories and Reels to automatically transcribe video audio.

○ When creating a video, go to the sticker tray, select **Captions**, and rewatch your video to make sure the captions are correct.

○ Edit the text, color, size, and placement to maximize accessibility.

- ■ If you see an error in the captions, select the word (or words) you want to change and edit the text.

- ■ Remember to maximize the color contrast.

Audio Description

- When uploading a video to Facebook, it is highly recommended that you include an audio description.

- Audio description is a narrated description of visual components in a video.

- Audio descriptions can be recorded by voice actors, or a vendor can create audio descriptions using synthesized voices.

- Consider including a link to a separate audio-described version when it's inappropriate to deliver audio descriptions to everyone.

- Include the "AD" audio description logo as a watermark in the video.

- If time or cost does not allow for audio descriptions, include a written description of the visual components of the video in the accompanying post copy.

Audio Transcripts

- Include a text transcript with your audio recordings.

- In addition to people with hearing loss, transcripts are useful to people who are watching your video in a noisy environment or when they need to keep quiet and may not have headphones handy.

- A good transcript includes descriptions of sound effects and other noises, and references who is speaking.

Resources

For more information about accessibility at Meta, please visit facebook.com/accessibility

To learn more about the Facebook tools and technologies that help people with disabilities, please visit the Accessibility Help Center at: https://www.facebook.com/help/273947702950567/?helpref=hc_fnav

To learn more about accessibility tools on Instagram, please visit the Instagram Accessibility Help Center at: https://help.instagram.com/308605337351503/?helpref=hc_fnav