

# Tips to make social media content accessible during emergencies



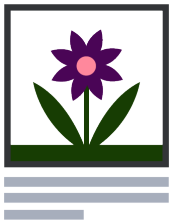
## Written content

- Write in plain language.
- Do not use emojis.
- Capitalize each word when using hashtags.



## Videos

- Use closed captions and described video when you post videos.
- Use open captions when you post videos on Instagram.
- Where possible, add a link to an accessible Web version of the information.
- Include sign language interpretation in your videos.



## Photos and images

- Include alternative text (alt text) for all photos and images.
- Do not use graphics interchange formats (GIFs).
- Choose graphic elements or photos with good colour contrast (minimum 4:1).
- Avoid putting text on images.

## Tip – emergency pages on social media

Create emergency pages that people, including a virtual sign language interpreter, can join to have a conversation in real-time (for example, using Facebook Live).

For more information, check our guide [Accessible communication during COVID-19 and other emergencies: A guideline for federal organizations.](#)