Union Public Schools

THE UNION 3

3 SIMPLE ACCESSIBILITY PRACTICES FOR EVERY SOCIAL MEDIA POST

Representing Union Public Schools?
Please follow these three practices so **every** family can access your information.

1 DESCRIBE IT.

Add alt text to every photo.

People who use screen readers need a description of what's in the image.

GOOD EXAMPLE



Students celebrating after winning the state robotics championship while holding their trophy.

NOT HELPFUL

"Image" or "Photo"

✓ Every photo | ✓ Team photos | ✓ Event photos | ✓ Logos with information

2 REPEAT IT.

If it's important enough to put in a graphic, put it in the caption too.

Screen readers can't reliably read text inside images.

GRAPHIC



CAPTION (INCLUDE THIS TOO)

✓ Join us for Meet the Coaches on August 15 at 6:00 p.m. in the Union Arena.

Now everyone—including screen reader users—gets the same information.

3 CAPTION IT.

Every video needs accurate captions.

- ✓ Include closed captions (not just auto-generated).
- ✓ Review captions and correct mistakes.
- ✓ Describe important visuals in the narration or post text.



EXAMPLE

Instead of only showing 🏆 **"2016 State Champions"** also say **"Congratulations to the Union Redhawks, 2016 State Champions."**

BEFORE YOU POST...

- ✓ Did I add alt text to every photo?
- ✓ Did I repeat any important graphic text in my caption?
- ✓ Are my video captions accurate?
- ✓ Does everyone get the same information?

Yes! YOU'RE READY TO POST!

Thank you for helping ensure every member of the Union community can access your content.

QUESTIONS?
Contact the Union Public Schools Communications Department.
918-357-6015