



SOCIAL MEDIA INCLUSIVITY GUIDE



MARIANA TAITANO OTTE
COLLEGE STUDENT
Phone: 520-369-0545
Email: marianatoguam@icloud.com

INTRODUCTION

As someone with a disability, I understand how discouraging it is when online content is not designed to be user-friendly. Posts without captions or images with no description make it difficult to understand what is being shared. These may seem small, but over time they create a feeling of being overlooked, even when the exclusion is unintentional. Online content accessibility also affects Senior Citizens. Many older adults struggle with low-contrast text, small fonts, unclear instructions, and fast-moving videos. I have watched people I care about become frustrated because a simple menu, form, or announcement was too hard to read or navigate. Seeing that frustration has made the need for accessible, thoughtful communication even more real to me.

My experiences, combined with my studies in marketing, have shown me how powerful small, intentional choices can be. Adding descriptions, choosing readable colors, using clear language, or slowing down text in videos may seem minor, but these changes can completely reshape how someone connects with your message. When content is designed with care, people feel seen and supported. I created this guide because

I believe inclusive communication should be the standard. The ideas in these pages are practical and simple, and anyone can apply them. Making social media inclusive does not require advanced tools or technical training. It requires awareness and the understanding that communication is meant for everyone. When we design content that more people can access and understand, we help create digital spaces where people feel welcome, included, and valued.

WHAT INCLUSIVE SOCIAL MEDIA MEANS

Inclusive social media means creating content that people with different needs can perceive, understand, and engage with. Disabilities can be permanent, temporary, or situational, and even small improvements can make content more accessible.

Many common barriers prevent people from fully engaging online. Images without descriptions cannot be read by screen readers. Text that is too similar in color to the background can be hard to read for

many people. Videos without captions are not accessible for individuals who are deaf or hard of hearing. Flyers saved as images offer no readable alternative. Hashtags that are written as one long word confuse screen readers. Dense writing makes content harder to absorb. Fast or flashing visuals can be overwhelming or unsafe for some individuals. When these barriers are removed, communication becomes clearer and more inclusive. People can participate more fully because the content is easier to understand. Inclusive design does not mean simplifying ideas. It means expressing them in a way that respects the diverse needs of your audience.

INCLUSIVE VISUAL AND VIDEO CONTENT

Visual content is usually the first thing people notice on social media. Making visuals more inclusive can significantly improve the way your audience interacts with your posts. Adding alt text to images is one of the simplest ways to make your content more inclusive. Alt text provides a short written explanation of what an image shows, which helps individuals who rely on screen readers understand the visual content you are sharing. A clear example is describing a photo as an outdoor dining area with accessible seating and a ramp leading to the entrance. Color contrast is another important consideration. Many people struggle to read text when the colors are too similar. It is recommended to use dark colored text on a light background or vice-versa because it is usually much easier to read for most audiences. If a graphic contains important information, such as an event time or menu options, include that information in the caption. Text that is only inside an image cannot be read by screen readers. Videos should always have captions. Captions support people who are deaf or hard of hearing, but they also help people watching without sound or people who prefer to read along. After generating automatic captions, it is helpful to check them for accuracy. It is also important to use clear, readable text in videos. Try to avoid decorative fonts, and make sure any text on the screen is large, easy to read, and stays visible long enough. This makes your content more comfortable for people with visual processing needs or sensory sensitivities.

INCLUSIVE WRITING AND PLATFORM PRACTICES

Writing plays a major role in online accessibility. Clear and direct language helps more people understand your message without feeling overwhelmed. Shorter sentences and familiar vocabulary often work best.

Writing hashtags in CamelCase helps screen readers separate the words. For example, writing SocialMediaInclusivity instead of socialmediainclusivity makes it a lot easier for assistive technology to interpret. All capital letters are harder for many people to read, especially individuals with dyslexia or visual processing challenges. Using regular capitalization improves readability. Link text should also be meaningful. Instead of writing Click here, it is clearer to write something like Read the full guide here or Download the checklist. This helps all readers understand what they are selecting.

Each social media platform offers its own accessibility features. Instagram has an option to add alt text to images. TikTok allows creators to include captions. Facebook and LinkedIn support alternative text and accessible PDF uploads. Using these features helps your content reach more people.

INCLUSIVITY IN HOSPITALITY AND TOURISM

In hospitality and tourism, social media often serves as the first point of contact for guests. People rely on posts to understand what a business offers and to decide whether a space meets their needs.

Inclusive content helps individuals, especially those with accessibility requirements, feel confident and welcome.

Simple changes make a big difference. A room or venue walkthrough with captions gives guests a better sense of the environment. Photos that clearly show ramps, elevators, entrances, and pathways allow people to plan ahead. Menus written directly in the caption make dining information easier to read.

High-contrast event graphics are more accessible for individuals with low vision.

When describing accessibility features, being specific is important. Instead of using vague terms such as ADA-friendly, it is more helpful to share details such as a roll-in shower, automatic doors, or wider pathways. This gives people accurate information they can rely on.

QUICK INCLUSIVITY CHECKLIST

This simple checklist can help you make sure your content is inclusive before posting:

Did I add a short description to my images?

Is all the text easy to read with a strong contrast?

Do my videos have accurate captions?

Is important text repeated in the caption?

Are my hashtags written in CamelCase?

Did I avoid decorative fonts and all caps?

Is my writing clear and direct?

Would someone with a disability be able to understand this post?

CONCLUSION

Creating inclusive social media does not require advanced tools or complex techniques. It begins with small decisions that make content easier to understand and more welcoming for a wide range of people. When content is designed with intention, the message becomes clearer and the audience becomes more engaged. Inclusive communication reflects your values and helps create digital spaces where more people feel respected and supported. When we design content that more people can access and enjoy, we contribute to a more inclusive online community for everyone.