



AUBURN UNIVERSITY

SOCIAL MEDIA ACCESSIBILITY AND COMPLIANCE



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INTRODUCTION TO ACCESSIBLE SOCIAL MEDIA



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INTRODUCTION



LEGALLY MANDATED



ETHICALLY CORRECT



GOOD FOR
ENGAGEMENT &
SEARCH

DETAILS

LEGALLY MANDATED

- The ADA outlines that government social media platforms should comply with WCAG standards to ensure content is accessible to individuals with disabilities.
- Government organizations must ensure that all individuals, regardless of disability, have equal access to the information and services provided via social media.

ETHICALLY CORRECT

- The most important reason for following accessibility best practices when you create social media content is that you simply care about your clients, customers, and connections.

GOOD FOR ENGAGEMENT

- When promoting a product, service, cause, or initiative, it's logical to want your message to reach as many people as possible in the hopes of converting them into a contact, customer, or follower.



ACCESSIBILITY REQUIREMENTS

- Alternative Text
- Video Captions
- Readable Text
- Hashtags and Emojis

ALTERNATIVE TEXT



- All images require alt text, which is a line of text that can be read by a screen reader describing an image.
- It is unnecessary to begin with "An image of..."
- Consider WHY the image is important and how to convey its significance with a short line of text that is easy to understand.
- Example:
 - Auburn students digging for historical artifacts at Camp Watts
 - Auburn students shovel testing pasture ground under a blue sky
 - NOT: Two people in field with green grass, a clipboard and a Gatorade bottle



VIDEO CAPTIONS

- No matter where a video is posted, it should be captioned so that Deaf and hard-of-hearing users can access and enjoy the content.
- Captions are also helpful if:
 - You're in a noisy environment.
 - A video has poor audio.
 - A video is in a different language.
 - A speaker is talking too fast.
 - A speaker has an accent.
 - You don't want to disturb people around you.



TYPES OF CAPTIONS

CLOSED CAPTIONS

- Facebook
- Twitter
- YouTube

Will require creation and upload of an SRT file.

OPEN CAPTIONS

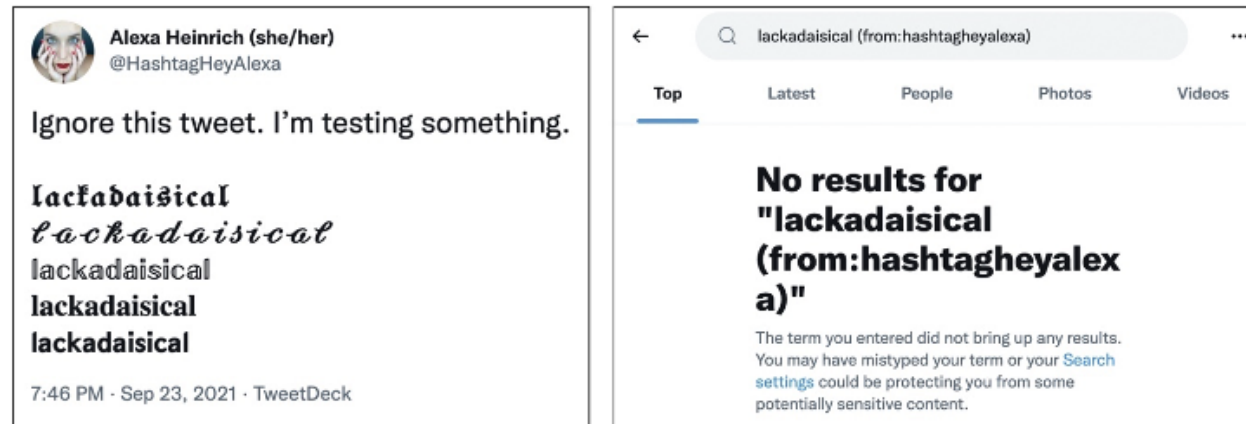
- Instagram
- TikTok

Must be created captions “baked” into the video.

Regardless of platform, open captions can be used on any social media site.

READABLE TEXT

- Avoid posting images with large blocks of text.
- Avoid posting full event posters.
- Ensure graphics have appropriate color contrast.
- **DO NOT** use alternative characters.



See Page 41-45 in accessible social for more details

READABLE TEXT (CONT.)

The Color Accessibility Chart can be used to determine what Auburn color combinations can be used on top of each other when creating graphic elements.

COLOR ACCESSIBILITY CHART

B W		W		B		KEY
Black and White foreground color meets requirements on this background color		White foreground color meets requirements on this background color, Black does not		Black foreground color meets requirements on this background color, White does not		

AUBURN BLUE

Hex Code	RGB values	≤ 17pt	18 pt+ 14 pt bold+
0b2341	11/35/65	W	W
233954	35/57/84	W	W
3c4f67	60/79/103	W	W
54657a	84/101/122	W	B W
6d7b8d	109/123/141	B	B W
8591a0	133/145/160	B	B W
9da7b3	157/167/179	B	B
b6bdc6	182/189/198	B	B
ced3d9	206/211/217	B	B

AUBURN ORANGE

Hex Code	RGB values	≤ 17pt	18 pt+ 14 pt bold+
e86100	232/97/0	B	B W
ea711a	234/113/26	B	B W
ed8133	237/129/51	B	B
ef904d	239/144/77	B	B
f1a066	241/160/102	B	B
f3b080	243/176/128	B	B
f6c099	246/192/153	B	B
f8dob2	248/208/178	B	B
fadfcc	250/223/204	B	B
fdefe5	253/239/229	B	B

BODDA GETTA BLUE

Hex Code	RGB values	≤ 17pt	18 pt+ 14 pt bold+
006c9a	0/108/155	W	B W
0085bd	0/134/190	B	B W
0093d2	0/147/210	B	B W
48aad0	72/170/208	B	B
a4dbf7	164/219/247	B	B

SAMFORD BRICK ORANGE

Hex Code	RGB values	≤ 17pt	18 pt+ 14 pt bold+
cc4e0b	204/78/11	B W	B W
da5806	218/88/6	B	B W
e86100	232/97/0	B	B W
f0873b	240/135/59	B	B
f8ad76	248/173/118	B	B

CAMPUS GREEN

Hex Code	RGB values	≤ 17pt	18 pt+ 14 pt bold+
215834	33/88/52	W	W
4b6b1f	75/107/31	W	B W
4e8020	78/128/32	W	B W
86ad45	134/173/69	B	B
b7de82	183/222/130	B	B

SUNKISSED YELLOW

Hex Code	RGB values	≤ 17pt	18 pt+ 14 pt bold+
dba43d	219/164/61	B	B
ffac00	255/172/0	B	B
ffc044	255/192/68	B	B
fdd37a	253/211/122	B	B
f8e19a	248/225/154	B	B

NEVER TO YIELD TEAL

Hex Code	RGB values	≤ 17pt	18 pt+ 14 pt bold+
006860	0/104/96	W	B W
00857a	0/133/122	B W	B W
00a597	0/165/151	B	B W
00c8b7	0/200/183	B	B
7de1de	125/225/222	B	B

NOVA BROWN

Hex Code	RGB values	≤ 17pt	18 pt+ 14 pt bold+
47372a	71/55/42	W	W
645142	100/81/66	W	W
7a685b	122/104/91	W	B W
b6a9a4	182/169/164	B	B
d6d3d2	214/211/210	B	B



HASHTAGS AND EMOJIS

HASHTAGS

- Use Camel Case or Pascale Case Hashtags.
 - A hashtag in Camel Case #looksLikeThis, with the first word in all lowercase and then the first letter of each subsequent word capitalized
 - A hashtag in Pascal Case or Title Case #LooksLikeThis
- If you plan to use a block of hashtags, place them in the first comment rather than the caption.

EMOJIS

- Prioritize written content.
 - It's best to put emoji at the very end of your written content. Doing so will help you avoid creating any clarity issues
- Double-check emoji descriptions.
 - An excellent resource for digital content creators is emojipedia.org
- Use emoji in moderation.
- Consider sticking to yellow.

CREATING ACCESSIBLE CONTENT

- How to add schedule images with alt text
- How to add captions to a video
- How to create appropriate graphics



HOW TO SCHEDULE IMAGES WITH ALT-TEXT

- To schedule content with alternative text, you can use
 - [Meta Business Suite](#) (Facebook & Instagram)
 - [Twitter](#) (Twitter)
 - [LinkedIn](#) (LinkedIn)
 - [Buffer](#) (for all platforms)
 - Will require push notifications for Instagram.



HOW TO ADD CAPTIONS TO A VIDEO

- Using Open Captions will allow you to use one video file across every platform
- Use [Adobe Express](#) to add captions to videos and to edit them as needed.
 - Adobe Express is **free** for students.
 - Faculty / Staff will need to contact Darrell to receive a license
 - FOAP is required. The cost is \$10 per year.
- If you would like to use closed captions you can add, edit and download an SRT file from [YouTube](#).



HOW TO CREATE APPROPRIATE GRAPHICS

- Use [Adobe Express](#) to upload brand colors and to create content
 - Adobe Express is **free** for students.
 - Faculty / Staff will need to contact Darrell to receive a license.
 - FOAP is required. The cost is \$10 per year.
 - Check all graphics against the [Color Accessibility Chart](#).

- CANVA is not permitted for use on Auburn's campus.
 - This software should not be installed on any Auburn University-owned devices in the future. Doing so indicates acceptance of the company's standard terms and conditions. This includes the “free” and “trial” versions of the software.



INTRODUCTION TO RESPONSIBLE SOCIAL MUSIC USE



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WHEN MUSIC USE GOES WRONG

GYMSHARK

This fitness apparel company faced a \$44 million lawsuit from Sony Music for using Sony's recordings across its social media channels without permission. The lawsuit involved both Gymshark's official accounts and its influencers.

MARRIOTT

The hotel giant has been recently sued in U.S. federal court by Sony Music for alleged 'rampant' infringement of almost 1,000 Sony recordings across social media posts by the hotel's owned, managed or franchised businesses, as well as influencers paid by Marriott. The claim against Marriott amounts to a statutory damages exposure of almost \$140 million.

BANG ENERGY

This drinks company was sued by Universal Music Group (UMG) for using UMG's music in over 140 TikTok advertisements without proper licenses. Although Bang Energy claimed it believed TikTok's user license covered commercial use, the court ruled otherwise, highlighting the importance of understanding the limitations of music licenses provided via social media platforms.



HOW TO USE MUSIC

- Accounts that represent an Auburn Department / Program / Studio / Lab or Student organization must be set to a **business account**.
- Only use audio available to a business account.
 - This will usually not include trending audio.
- Request an APM account for licensed music.

UPWARD.
FORWARD.

