

Social Media

Six steps before you post.

At Cuyamaca, accessibility is everyone's responsibility. These six steps will help ensure your social media content is accessible to all.

1 Write Clear, Concise Captions

Use plain language and short sentences. Put the most important information at the beginning of the post.

2 Add Alt Text to Images

Use the platform's built-in **Alt Text** feature to describe photos, graphics, or flyers.

Keep descriptions brief, meaningful, and focused on the key message.

3 Use Camel Case for Hashtags

Capitalize the first letter of each word (e.g., **#CuyamacaCollege**, **#SpringRegistration**) so screen readers can interpret them correctly.

4 Make Links & Calls to Action Clear

Avoid vague phrases like "link in bio" without context.

Instead, write clearly: **Apply now through the link in our bio.**

5 Ensure Text is Readable on Graphics

- Use high-contrast colors.
- Avoid placing text over busy backgrounds.
- Use large, legible fonts.
- Limit the amount of text in images (place detailed text in the caption or include a link to more detail).

If the graphic contains essential information, include it in the caption as well.

6 Caption & Review Video Content

- Always include accurate captions on videos and reels.
- Avoid auto-generated captions without reviewing for errors.
- Ensure spoken information is also reflected in on-screen text or captions.

When we design for accessibility, we design for everyone.



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· C O L L E G E ·



To take a deeper dive on this subject, visit: cccaccessibility.org/