Adding Accessibility Features to Social Media Content

Overview
Section 508 of the Rehabilitation Act of 1973 requires that Federal agencies’ electronic and information technology is accessible to people with disabilities, including employees and members of the public. Included in Section 508 is all social media content.

Section 508 compliance on social media generally means providing alternative text (or image descriptions) and closed captions on videos.

Resources
For more information on Section 508 and additional resources visit www.section508.gov.

Twitter
AltText can be added to photos directly through Twitter or via Tweetdeck. To upload a video with close caption files, follow the instructions below under Videos.

Photos – On Twitter
Step-By-Step Instructions
- Log into your Twitter account
  - If you are already logged in, navigate to your ‘home’ where you see the stream of content from the accounts you are following
- Along the left side, there will be a series of icons. Find the big blue button that says “Tweet”
  - Alternatively, you can start typing at the top where it says “What’s Happening?”
• Type the text for your tweet
• Once the text has been added, you can add a photo by clicking on the picture icon

![Unsent Tweets](image1)

• Once the photo has loaded you can add in the AltText by clicking ‘Add description’

![TSA PreCheck](image2)

• In the pop-up window, add in the AltText to describe the image and click ‘Save’
• One the AltText is saved, you will see a preview of the description under the image.

Photos – On Tweetdeck

Step-By-Step Instructions
• Log into Tweetdeck
• If the ‘New Tweet’ column isn’t open already, select the blue compose button

• Type the text for your tweet
• Once the text has been added, you can add a photo by clicking on the ‘Add images or video’ button

• Once the photo has loaded you can add in the AltText by clicking ‘Add description’ button
• In the pop-up window, add in the AltText to describe the image and click 'Apply'
• Once the AltText is saved, you will see a preview of the description under the image

• The tweet can then be sent or scheduled with AltText on the image
Videos
Prior to uploading a video for Twitter, make sure that it meets the following requirements:

- Dimensions: 1280 x 720 pixels
- Max Size: 512MB
- Max Length: 140 seconds
- Format: .mp4

In addition to the video, you will need a thumbnail that meets the following requirements:

- Aspect Ratio: 16:9
- Minimum Size: 640 x 360 pixels
- Format: PNG or JPEG

You should also make sure to have the close captioned .srt file corresponding to the video.

Step-By-Step Instructions

- Log into Twitter Media Studio
  - If you are already logged into Twitter on your computer, you should not have to log in again.
- Select the ‘Library’ tab along the top to make sure you are in the media Library
- In the upper right hand corner of the page, select ‘Upload Media’

- Once the media is uploaded, it should be the first icon in the list of media
• Click on the newly uploaded media to open the ‘Media Details’ box
  o Scroll down to add the video title and description
• To change the thumbnail click on the ‘Change thumbnail’ button

Media details

YT_WhatIsITF.mp4

File name: YT_WhatIsITF.mp4
Uploaded: Today

Settings Subtitles Sharing

Title, description, and call to action will be displayed alongside video after it is published

• At this point you can either upload a specific image or you can go frame by frame to choose a thumbnail image
  o To upload an image, select ‘upload’ under the video

Media details

To upload the subtitles for the video, click on the ‘Subtitles’ tab next to settings
- In the drop down menu select ‘English (en)’ and then hit the ‘Upload’ button

- Select the appropriate .srt file to upload
• Once uploaded, the file will be listed under the ‘Add a new subtitle file’ option

• You can upload as many files/languages as needed
• To save the information, simply click on the ‘X’ in the right hand corner of the popup window

• Once all of the information has been added to the media, you can post or schedule the video
• Navigate to the main media library
• Select the blue compose button under the appropriate video
• In the pop out window, insert the tweet language
• The content can then be tweeted or scheduled for later
**Facebook**

AltText and close captions can be added directly through Facebook’s Creator Studio.

**Photos**

*Step-By-Step Instructions*

- Log into [Facebook’s Creator Studio](#)
  - If you are an administrator of multiple Facebook pages, make sure to select the ‘Transportation Security Administration’ from the drop down at the top of the screen

- Along the left side of the page, select the ‘Create Post’ button
  - From the drop down list, click ‘Create Post’
  - Once the button is selected, a window will pop up along the right side of the screen

- Insert the text for the post
- Once the text has been uploaded, select the button to ‘Share a Photo’
• Select the photo to upload

Once the photo has been uploaded, a preview should show up
  • Hover over the photo and click the pencil tool that shows up to edit

  
  
• In the pop up window, select the ‘Alt text’ option along the left side
• In the ‘Alt text’ screen, add the alt text to describe the image

![Alt text screenshot]

• Select ‘Save’
• Once the alt text has been added, the post can be sent or scheduled

Videos
Prior to uploading a video for Facebook, make sure that it meets the following requirements:
• Dimensions: 1280 x 720 pixels
• Max Size: 4GB
• Max Length: 120 minutes
• Format: .mp4 or .mov

In addition to the video, you will need a thumbnail that meets the following requirements:
• Aspect Ratio: 1.9:1
• Minimum Size: 470 x 246 pixels
• Format: PNG or JPEG

You should also make sure to have the close captioned .srt file corresponding to the video. The file should be named based on the following convention: filename.en_US.srt where ‘filename’ is the unique file name of the video.

Step-By-Step Instructions
• Log into Facebook’s Creator Studio
If you are an administrator of multiple Facebook pages, make sure to select the ‘Transportation Security Administration’ from the drop down at the top of the screen.

- Along the left side of the page, select the ‘Create Post’ button
  - From the drop down list, click ‘Upload Video’
    - Navigate to the appropriate video in the file folder and select ‘Open’
    - Once the file is uploaded, a window will pop up along the right side of the screen
  - As the video is uploading you will see a progress bar along the bottom
    - While the video is uploading you can add the video Title and a description of the video.
You can also select the language in the drop-down in the right hand corner of the video preview.

Along the right side of the window, select ‘Thumbnail’

In the thumbnail tab, you can either select from 10 auto-generated thumbnails, or you can upload your own image by selecting ‘Add image’ next to the section that says ‘Custom image’.
• Next select the ‘Subtitles and Captions (CC)’ tab

• In the Close Captions tab, scroll down to Upload and select the ‘Upload’ button
Once the information about the video, the thumbnail, and the close captions have been uploaded, click the ‘Next’ button on the bottom right of the popup window.

In the ‘Publishing Options’ window, select all the necessary features for publishing the video, including scheduling its release and where the video will be shown.

- You can also include the video in a playlist.

Once all information has been inputted, click the ‘Publish’ button to finish.
**Instagram**

AltText can be added to photos through Instagram via a mobile devise. Similarly, videos can be posted to Instagram only through a mobile phone. IGTV videos can be uploaded from a mobile device or a desktop computer.

**Photos**

*Step-By-Step Instructions*

- Log into [Instagram](https://instagram.com)
- Tap the + icon at the bottom of your screen

- Choose the appropriate photo, or photos, from your library, or take one directly in the app
  - To add multiple images, select the carousel option, which looks like a square with a square behind it at the bottom right corner of the photo
  - Photos that aren’t formatted as a square already will automatically be scaled to square. To zoom out to the full photo, select the button with two carrots on the bottom left corner of the photo
• Select ‘Next’
• Edit the photo(s) as necessary
• Select ‘Next’
• Add in the caption, tag appropriate individuals, and include a location
• Scroll down to the bottom of the ‘New Post’ page and tap on ‘Advanced Settings’
• Scroll to the bottom of the ‘Advanced Settings’ page and tap on ‘Write Alt Text’

  - Once you select ‘Done’ you will automatically be returned to the ‘Advanced Settings’ page
  - Click the ‘<’ arrow at the top left side of the screen to get back to the ‘New Post’ page

• Type the alt text for the photo and select ‘Done’

  - Enqueueing videos

Videos – Post

Instagram allows videos up to 60 seconds.

Instagram does not allow the uploading of a closed captioning .srt file. As a result, all videos that have narration or contain interviews, must have captions embedded in the video. If you have the .srt file available, closed captions can easily be added with just a
few steps in most video editing software. For an example, visit https://www.rev.com/blog/adobe-premiere-pro-subtitles-and-captions.

Prior to uploading a video for Instagram, make sure that it meets the following requirements:
- Dimensions: 864 x 1080 pixels (4:5 ratio)
- Max Size: 15GB
- Max Length: 60 seconds
- Max Frame Rate: 30 frames per second
- Format: .mp4

**Step-By-Step Instructions**
- Log into Instagram
- Tap the + icon at the bottom of your screen

- Choose the appropriate video from your library, or take one directly in the app
  - To add multiple videos, or videos with images, select the carousel option, which looks like a square with a square behind it at the bottom right corner of the photo
- Videos will automatically be scaled. To zoom out to the full photo, select the button with two carrots on the bottom left corner of the photo.

- Select ‘Next’
- Edit the video(s) as necessary
- Select ‘Next’
- Add in the caption, tag appropriate individuals, and include a location
- Select ‘Share’

**Videos – IGTV**

Whereas Instagram allows videos up to 60 seconds, IGTV allows for longer videos, and is seamlessly integrated into the Instagram app, as well as having its own dedicated app.

Instagram does not allow the uploading of a closed captioning .srt file. As a result, all videos that have narration or contain interviews, must have captions embedded in the video. If you have the .srt file available, closed captions can easily be added with just a few steps in most video editing software. For an example, visit [https://www.rev.com/blog/adobe-premiere-pro-subtitles-and-captions](https://www.rev.com/blog/adobe-premiere-pro-subtitles-and-captions).

Prior to uploading a video for IGTV, make sure that it meets the following requirements:
- Dimensions: Vertical video with an aspect ratio of 9:16 or a horizontal video with an aspect ratio of 16:9
- Max Size: 650MB (for videos 10 minutes or less) or 3.6GB (for videos up to 60 minutes)
- Minimum Length: 60 seconds
- Max Length: 15 minutes (if uploading from mobile) or 60 minutes (if uploading from website)
- Minimum Frame Rate: 30 frames per second
- Minimum Resolution: 720 pixels
• The maximum file size for Format: .mp4

In addition to the video, you will need a thumbnail that meets the following requirements:
• Aspect Ratio: 9:16
• Recommended Size: 492 x 762 pixels
• Format: PNG or JPEG

**Step-By-Step Instructions**
• Log into Instagram
• Navigate to your profile by selecting your profile icon in the upper right hand corner of the page

![Instagram profile page](image)

• Select the icon for IGTV

![IGTV tab](image)

• On the IGTV tab, select the ‘Upload’ button

![Upload button](image)
• In the ‘Add New IGTV Video’ upload the video and corresponding information

  ![Add New IGTV Video](image)

  Drag and Drop a Video File
  Your video must be between 5 and 60 seconds. Long, landscape or portrait, no 9:16 still and less than 15 GB.

  Add New IGTV Video
  Cover
  Must be a JPG or PNG file. The minimum recommended size is 384 x 768 pixels.

  Edit

  Details
  Title
  Description

  Post a Preview
  Previews appear on your profile and feed.

  Where Your Video Will Appear
  • IGTV
  • IGTV and Facebook Page
  • Connect Page
  Reach more people by making your video visible on IGTV and your Facebook Page.

  Post
  Save Draft

• If you would like a preview of the IGTV video to show up as an Instagram post, make sure ‘Post a Preview’ is checked. If it is not checked, the video will simply show up on your IGTV page.

• When all information has been uploaded provided, click the ‘Post’ button.
LinkedIn

AltText and close captions can be added directly through LinkedIn.

Photos

*Step-By-Step Instructions*

- Log into [LinkedIn](https://www.linkedin.com)
- Navigate to the TSA page
- Scroll down slightly to find the option to ‘Start a post’ and click it

- In the pop up window that shows up, type out the post
- To include a photo, select the camera icon along the bottom

Create a post

![LinkedIn screenshot showing the process of adding a photo to a post](image_url)
• Once the photo is uploaded, select the option ‘Add alt text’ in the upper right hand corner of the popup window

![Edit your photo](image)

  - Type out the alt text and click ‘Save’

![Edit your photo](image)

  - Make any other changes needed to the image
  - Click ‘Done’
  - Click ‘Post’ to post the LinkedIn update

**Videos**

Prior to uploading a video for LinkedIn, make sure that it meets the following requirements:

- Dimensions: 256 X 144 to 4096 X 2304 pixels
- Aspect ratio: 1:2.4 or 2.4:1
  - Note: Vertical videos are cropped into a square in the feed
- Minimum Size: 75KB
• Max Size: 5GB
• Minimum Length: 3 seconds
• Max Length: 10 minutes
• Frame Rate: 10 – 60 frames per second
• Format: ASF, AVI, FLV, MPEG-1, MPEG-4, MKV, QuickTime, WebM, H264/AVC, MP4, VP8, VP9, WMV2, and WMV3

In addition to the video, you will need a thumbnail that meets the following requirements:
• Aspect Ratio: 1:2.4 or 2.4:1
• Format: PNG, JPEG, or GIF

You should also make sure to have the close captioned .srt file corresponding to the video.

**Step-By-Step Instructions**
• Log into [LinkedIn](https://www.linkedin.com)
• Navigate to the TSA page
• Scroll down slightly to find the option to ‘Start a post’ and click it

• In the pop up window that shows up, type out the post
• To include a video, select the video icon along the bottom

Create a post

Transportation Security Administration (TSA)
Anyone

What do you want to talk about?

Add hashtags to help the right people see your post

Celebrate an occasion
Share that you’re hiring
Create a poll
Share a profile
Offer help

• Once the video uploads, select ‘Edit’ in the upper right hand corner

Select/Edit your video

• Add the video title at the top
  ○ Video titles can be up to 150 words
• Scroll down to under the video preview to the line that says ‘Video Caption File (SRT Only)’ and click ‘Select Caption’
  ○ Select the appropriate caption from the file window that opens
Next scroll down to the line that says ‘Upload a Thumbnail (JPG/GIF/PNG only)’ and click ‘Select Thumbnail’

- Once the thumbnail is uploaded, you will see it as part of the video preview

Click ‘Done’
• Click ‘Post’ to post the video on the LinkedIn page