

Creating Accessible Online Content

Webinar Handout – January 2026

Accessible digital content is designed so a wide range of people and abilities can use your information. This includes people with learning, physical, and vision limitations. More than 70% of Americans use social media to get news and information, stay connected with friends, or for fun. This webinar will present best practices for creating accessible content for social media posts, images, and videos. We will also provide an overview of the WCAG. These are the international standards for making web content accessible to people with disabilities.

Archived Webinars

- Creating Accessible Documents – The Basics (Part 1: November 19, 2025), <https://tinyurl.com/ymwdf5a8>.
- Creating Accessible Digital Content and Presentations (Part 2: December 10, 2025), <https://tinyurl.com/46zxv2wm>.

Webinar Content

Alt Text

Image Accessibility Creator from Arizona State University, https://asuo-ai-labs.streamlit.app/Image_Accessibility

Color Contrast

Excluding logos or brand names, it is best to maintain a contrast ratio of 4.5:1 for regular text and 3:1 for large text. This ratio is the minimum required for federal content creators. More information and useful color contrast analyzers:

- Color Contrast information, <https://webaim.org/standards/wcag/>
- TPIg Colour Contrast Analyser, <https://www.tpgi.com/color-contrast-checker/>
- WebAIM Contrast Checker, <https://webaim.org/resources/contrastchecker/>
- Accessible Web WCAG Color Contrast Checker, <https://accessibleweb.com/color-contrast-checker/>

Facebook

- Post, 14/15/2025, Maine CITE, <https://tinyurl.com/7j6etrtt>
- Reels: 1/03/2025, Tech OWL - Technology for Our Whole Lives, <https://tinyurl.com/5ds8c5m2>

Instagram

- @usinterior 1/12/2025, <https://tinyurl.com/4xtsahzd>
- @techowlpa 8/9/2024, <https://tinyurl.com/56hfh3rk>
- @usinterior 12/31/2024, <https://tinyurl.com/ykrpy6ju>

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YouTube

- @USFWS, 1/15/2025, <https://tinyurl.com/yrtkth4j>

Social Media Resources

- Accessibility by Platform, <https://tinyurl.com/muz6s4fu>
- Sprout Blog, <https://tinyurl.com/822mhyt4>
- Accessible Social, www.accessible-social.com

Platform Specific Resources

- Facebook, <https://www.facebook.com/help/accessibility>
- Instagram, <https://tinyurl.com/579mv93p>
- X (formerly Twitter), <https://help.x.com/en/resources/accessibility>
- LinkedIn, <https://www.linkedin.com/accessibility>
- YouTube (adding subtitles and captions), <https://tinyurl.com/yee46u4w>

Website Content Accessibility Guidelines (WCAG)

- W3C Web Accessibility Initiative, <https://www.w3.org/WAI/standards-guidelines/wcag/>
- WebAIM, <https://webaim.org/standards/wcag/>

Website Accessibility Tools

- WAVE browser extensions, <https://wave.webaim.org/extension/>
- Accessibility insights for web, <https://accessibilityinsights.io/docs/web/overview/>
- UsableNet resources on digital accessibility, ADA compliance, <https://usablenet.com/>
- UsableNet blog from members of the disability community. <https://blog.usablenet.com/>
- Free website access checker: <https://www.accessibilitychecker.org/>