

# Social Media and Accessibility

The importance of making content  
available to everyone.

**Rachel Plaggenberg**

*Public Affairs and Accessibility Coordinator*

Missouri Department of Mental Health

**Briana Rivera-McHugh**

*Public Affairs Specialist*

Missouri Department of Mental Health



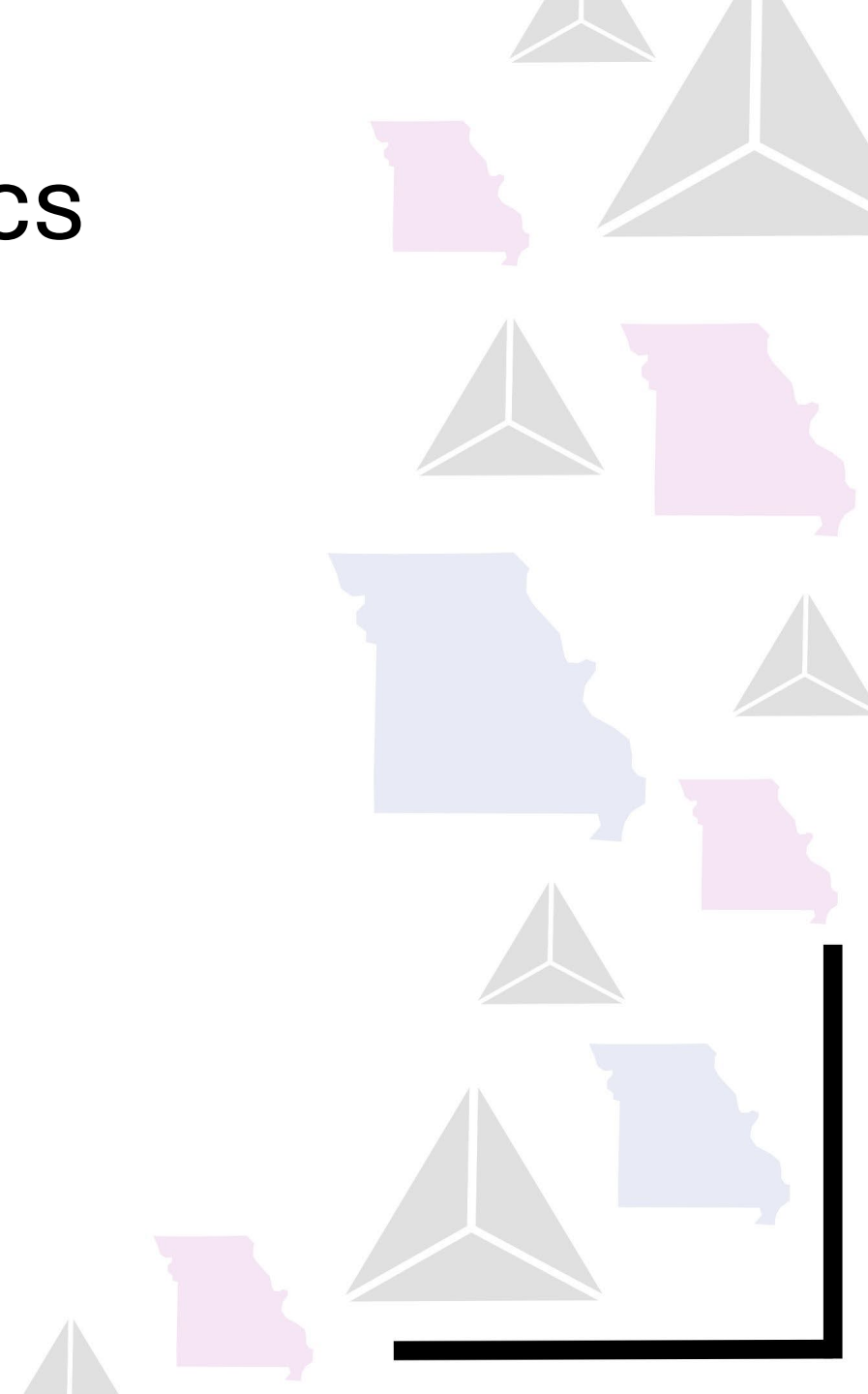
# The Objective

- Understand the importance of accessible content.
- Participate in simulations to gain different perspectives.
- Understand how to review content for accessibility.
- Learn some social media platform accessibility features.



# Social Media Accessibility Topics

- Alternative Text
- Emojis
- GIFS
- Hashtags
- Color
- Audio/Video
- Process



# Alternative Text (Alt Text) - defined

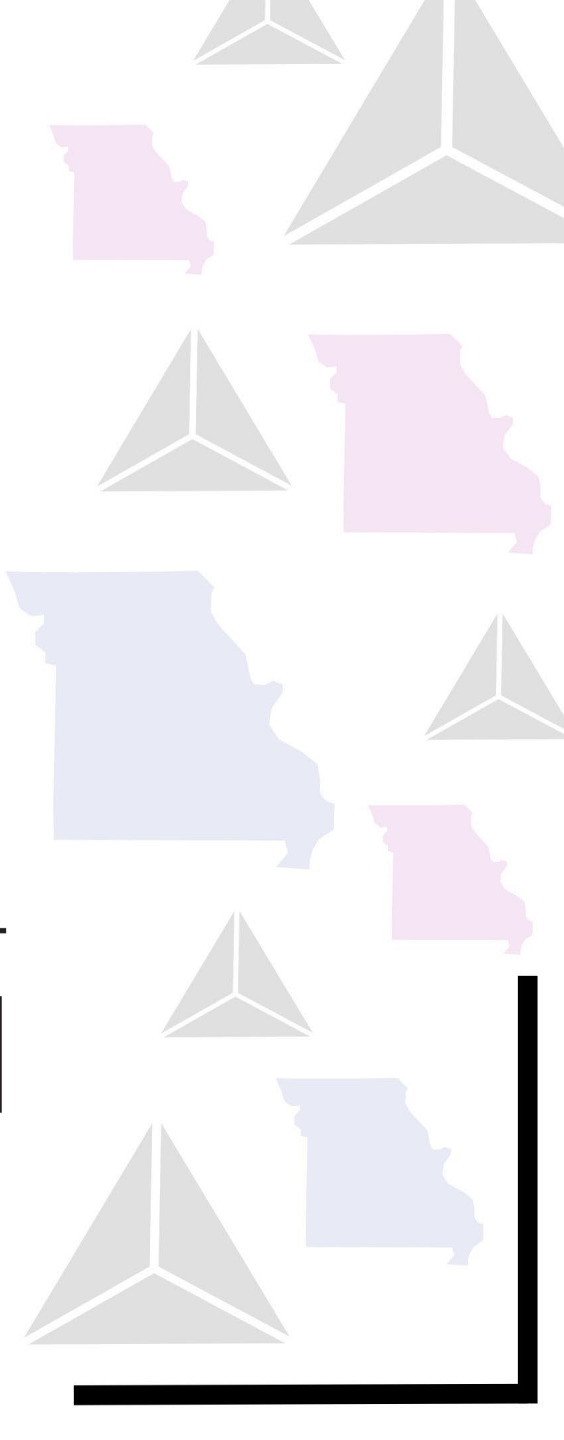
Alternative text describes an image to users who have low vision or no vision. It should be equivalent to what the image communicates to sighted users.



# Alternative Text (Alt Text) - example



— Missouri Department of —  
**MENTAL HEALTH**



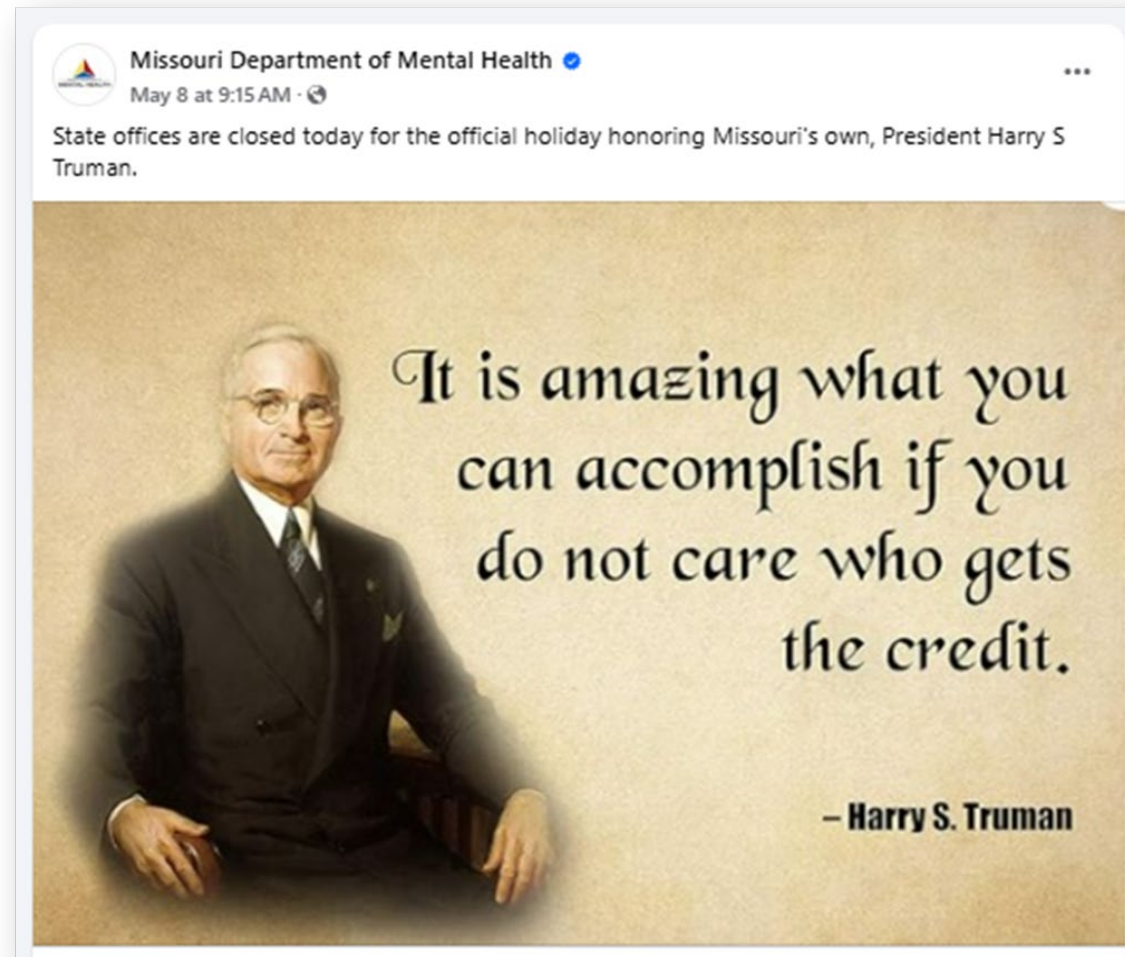
# Alternative Text (Alt Text) - simulation 1



# Alternative Text (Alt Text) - simulation 2



# Alternative Text (Alt Text) - simulation 3



# Alternative Text (Alt Text) - more examples

**988 Missouri 988**  
4d · 🌐

From sleepless nights to overwhelming days, being a mom isn't easy. Call or text 988 anytime for support and someone to talk to. You're not alone. #MothersDay



**YOU DON'T HAVE TO GO THROUGH IT ALONE 988 IS HERE**

**988 SUICIDE & CRISIS LIFELINE MISSOURI**

👍❤️👍 12      1 🗨️ 12 ➦

👍 Like      🗨️ Comment

**Missouri River Regional Lib...**      ...  
Mar 25 · 🌐

We had some new faces at this week's Storytime! The kids listened to stories and had a kite craft.... more



👍❤️👍 12      1 🗨️ 12 ➦

👍 Like      🗨️ Comment

**RV RC Missouri Real Voices - Real Choices Conference**  
May 9 at 3:47 PM · 🌐

Scholarship registrations must be completed by May 16th, 2025!



**ANNOUNCEMENT**

**>>> 2025 SCHOLARSHIPS <<<**

Register with your scholarship by May 16<sup>th</sup>, 2025

---

All Scholarship notifications have been sent as of April 30<sup>th</sup>, 2025.  
Please check the email you used to apply for your scholarship.

If you received a scholarship, you must register by May 16<sup>th</sup>, 2025 or you forfeit your scholarship.

If you have any questions please reach out to the Conference Coordinator at 573-751-3143 or at [consumerconference@dmh.mo.gov](mailto:consumerconference@dmh.mo.gov)

---

**RV RC Real Voices Real Choices**

👍❤️👍 11      9 shares

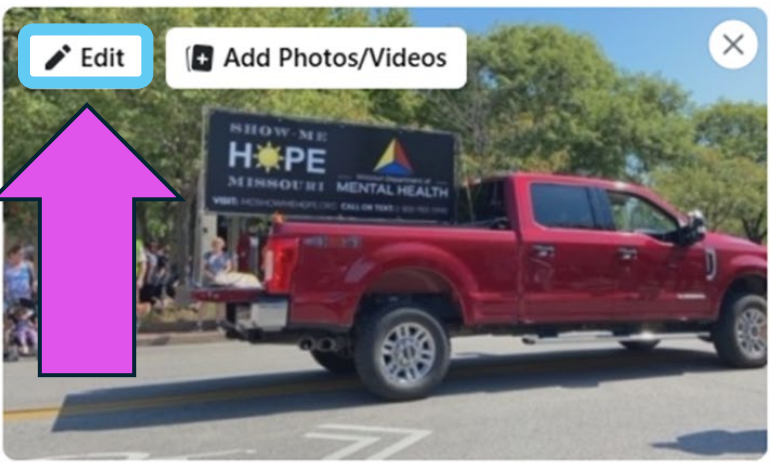
# Alternative Text (Alt Text) - add on FB desktop

Create post

Rachel Plaggenberg  
Friends

What's on your mind?

Edit Add Photos/Videos



Add to your post

Post

Photo detail

Crop

Rotate

Tag photo

Aa Text Tool

Alternative text

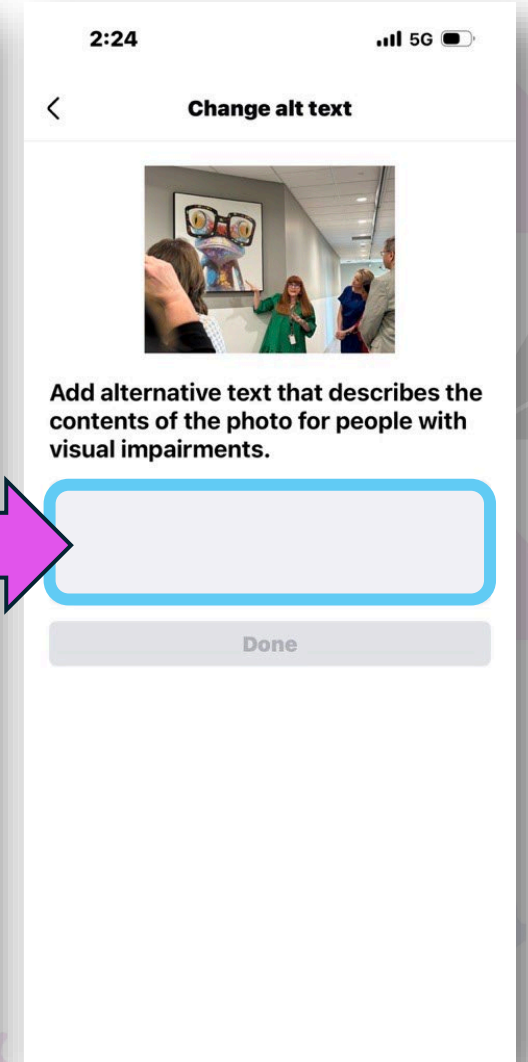
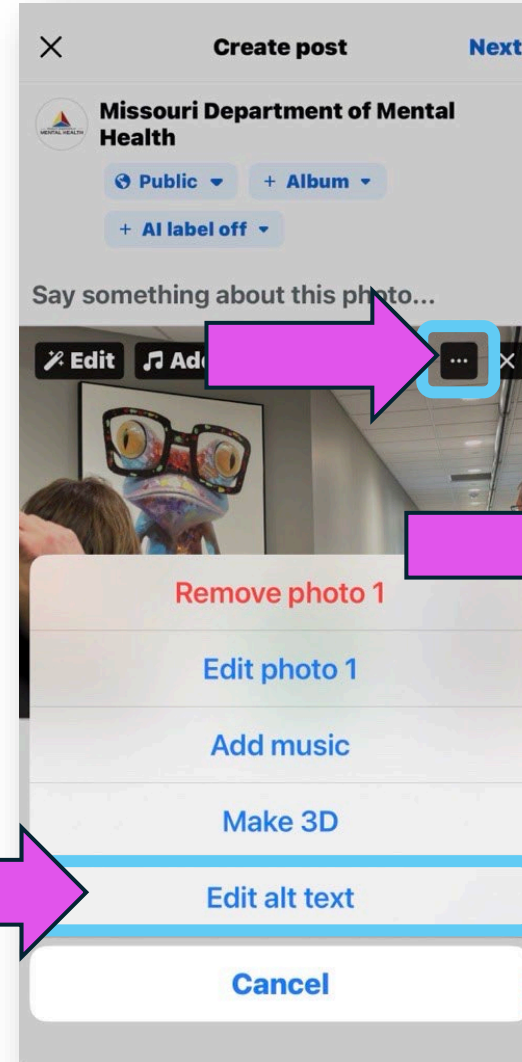
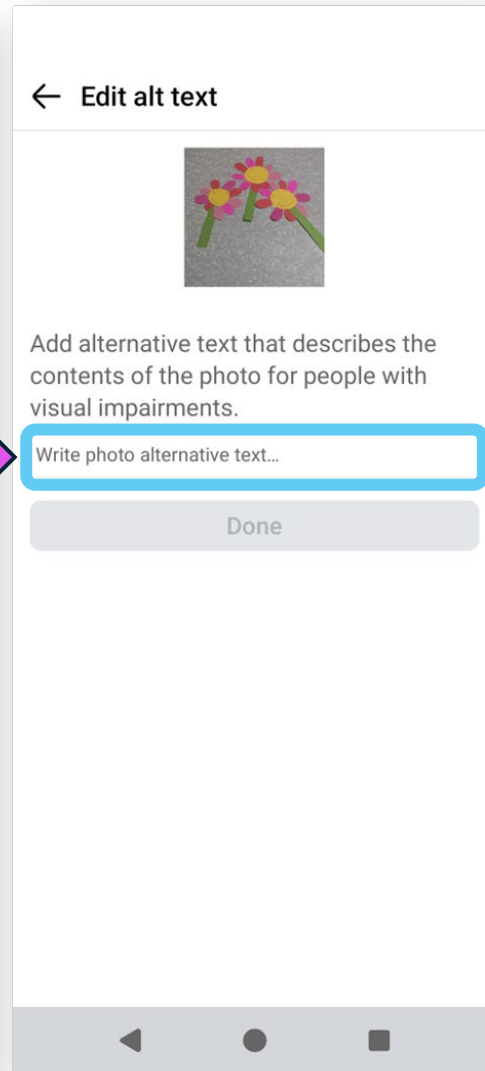
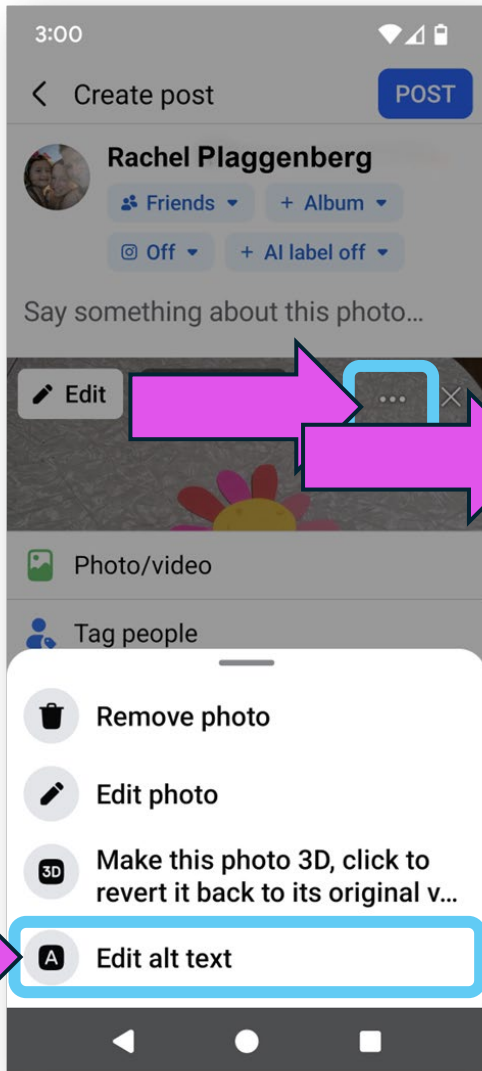
Use generated alt text for this photo or add custom alt text:

May be an image of 4 people and text

Custom alt text  
Show Me Hope Parade Sign

Save Cancel

# Alternative Text (Alt Text) - add on FB mobile



# Emojis - defined

Small pictures embedded in digital content to express emotions, ideas, or objects.



# Emojis - simulation



Higginsville Habilitation Center - MO Dept of Mental Health

April 20 · 🌐



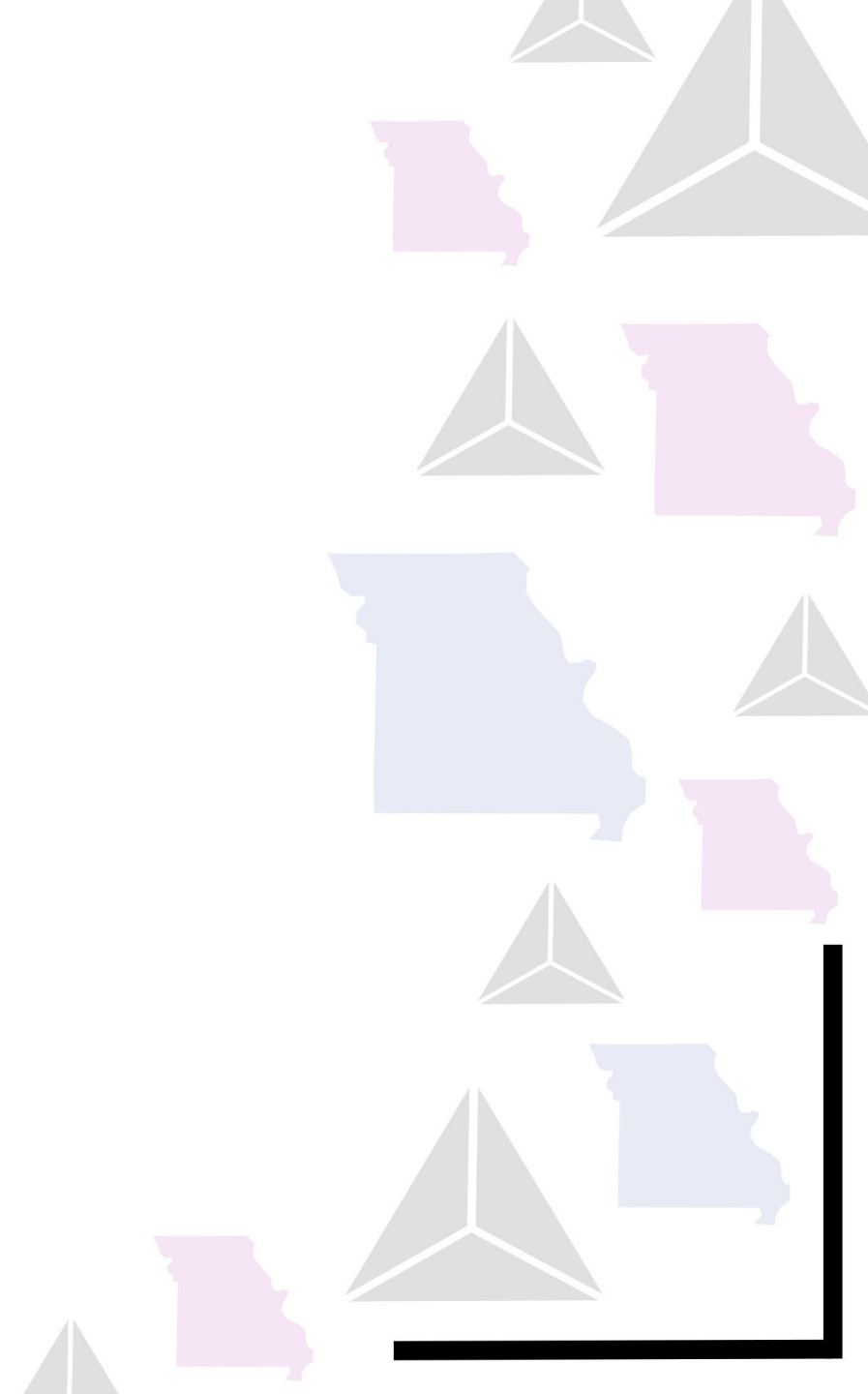
From all of us at Higginsville Habilitation Center, we're sending Easter blessings and warm wishes to our community! 🙏

Whatever your traditions or beliefs, may today bring you comfort, connection, and time well spent with loved ones. ❤️

And to our amazing team members working this holiday—thank you for your unwavering commitment to the people we serve. You are deeply appreciated. 🍪🍪🍪

# Emojis – take away

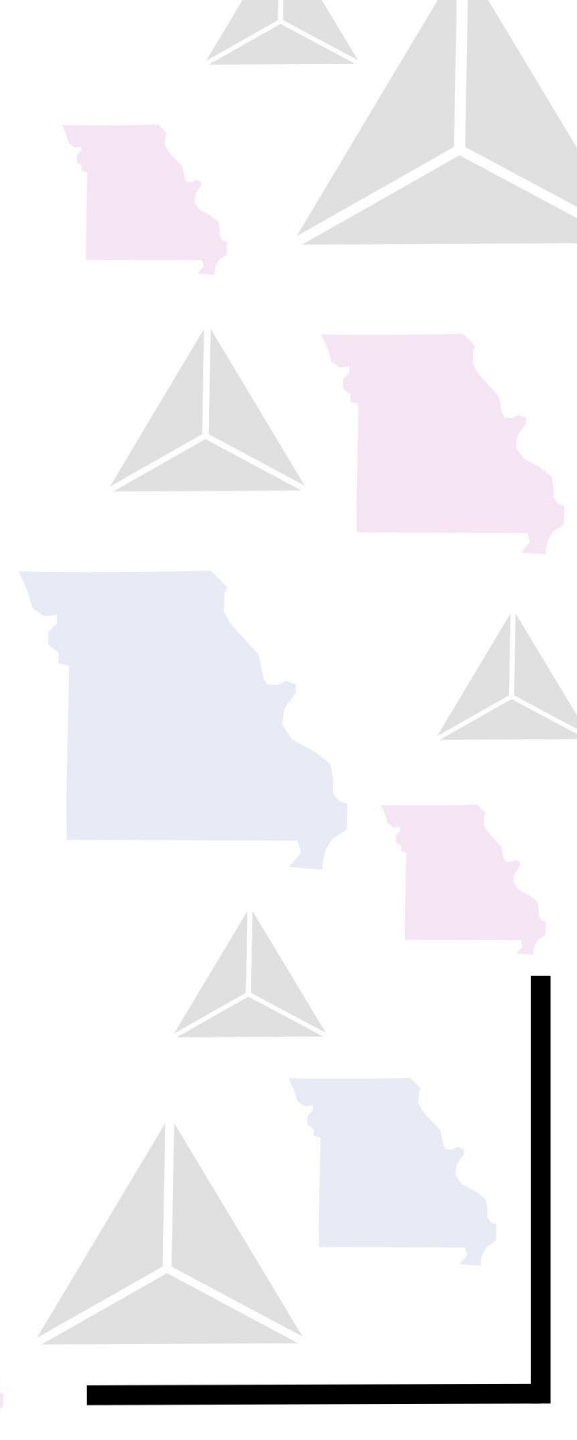
Keep it simple and limit the use of emojis.



# GIFS

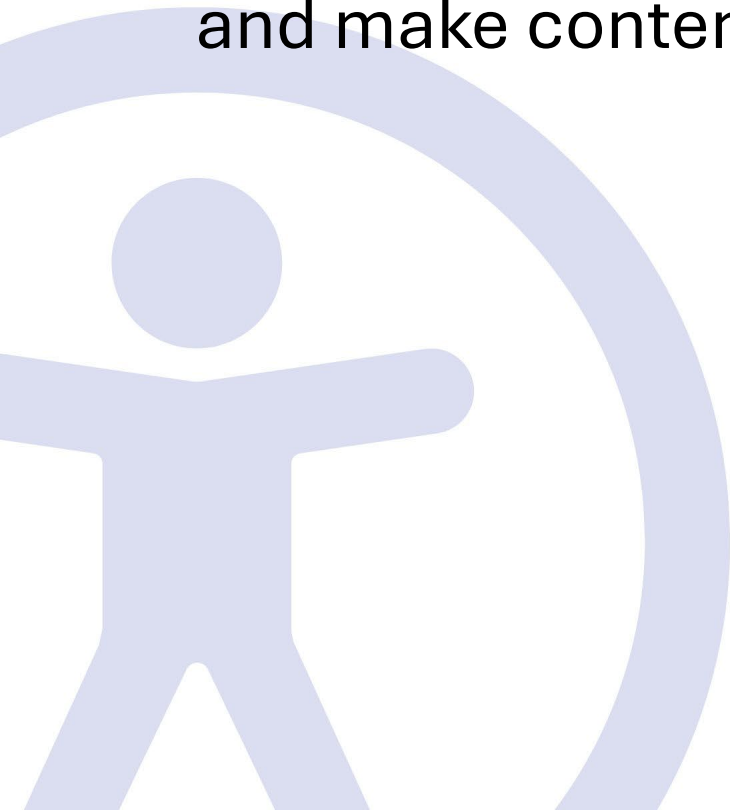
GIFs are a popular file format used for short, soundless, looping, animated images.

- GIFs are not recommended for use on social media platforms.
- GIFs can be accessible but must meet the following criteria.
  - Animations must be set to stop after 5 seconds or have a way to be paused.
  - Have Alt Text.
  - Must not contain blinking/flashing lights or images.



# Hashtags - defined

A hashtag is a word or phrase preceded by the hash symbol (#) used on social media to index, categorize, and make content discoverable.



**988** Missouri 988  
4d · 🌐

From sleepless nights to overwhelming days, being a mom isn't easy. Call or text 988 anytime for support and someone to talk to. You're not alone. [#MothersDay](#)

**YOU DON'T  
HAVE TO GO  
THROUGH  
IT ALONE  
988 IS HERE**

**988** SUICIDE & CRISIS  
LIFELINE  
MISSOURI

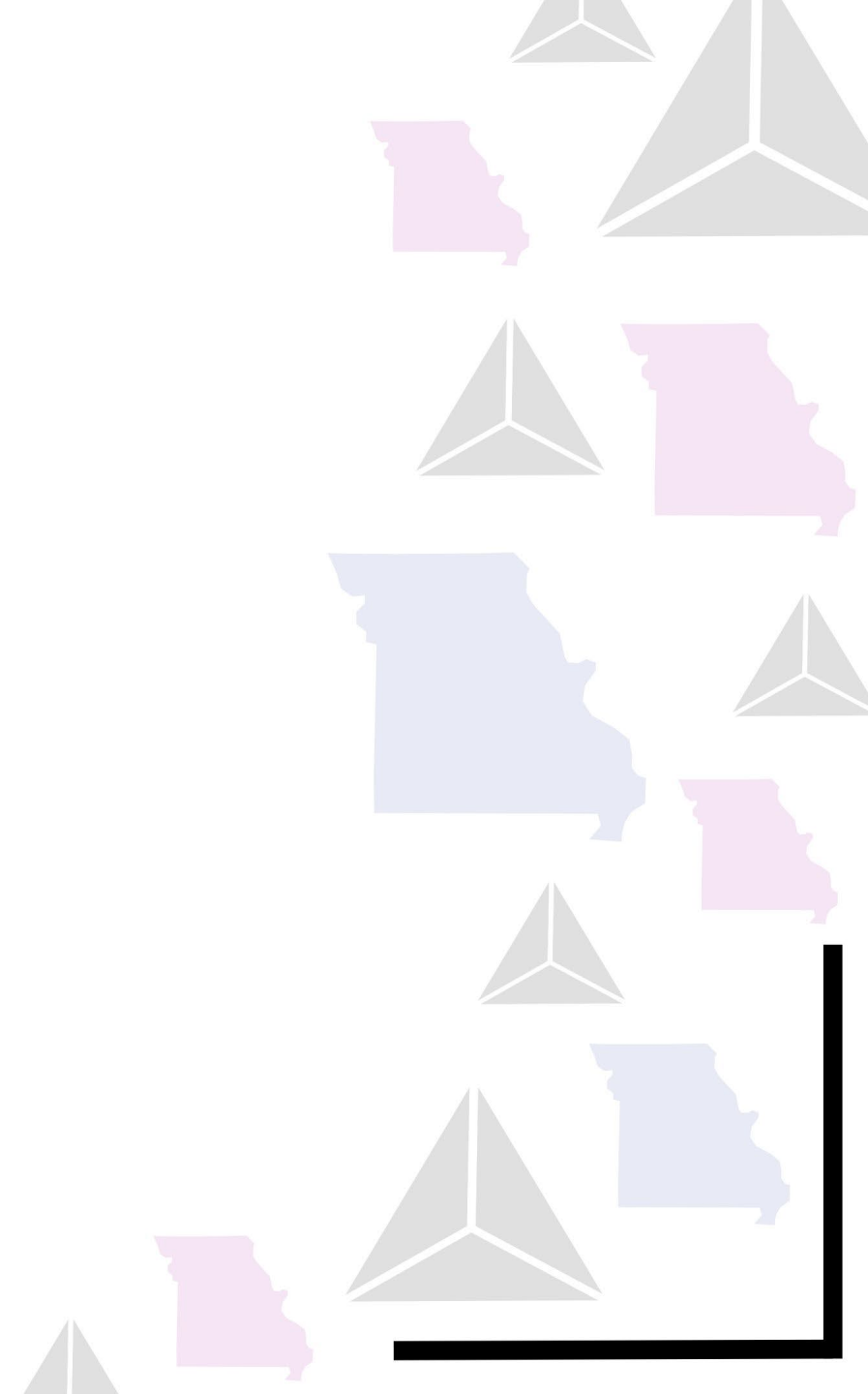
👍❤️👍 12      1 🗨️ 12 ➦

👍 Like      🗨️ Comment

Hashtags - simulation

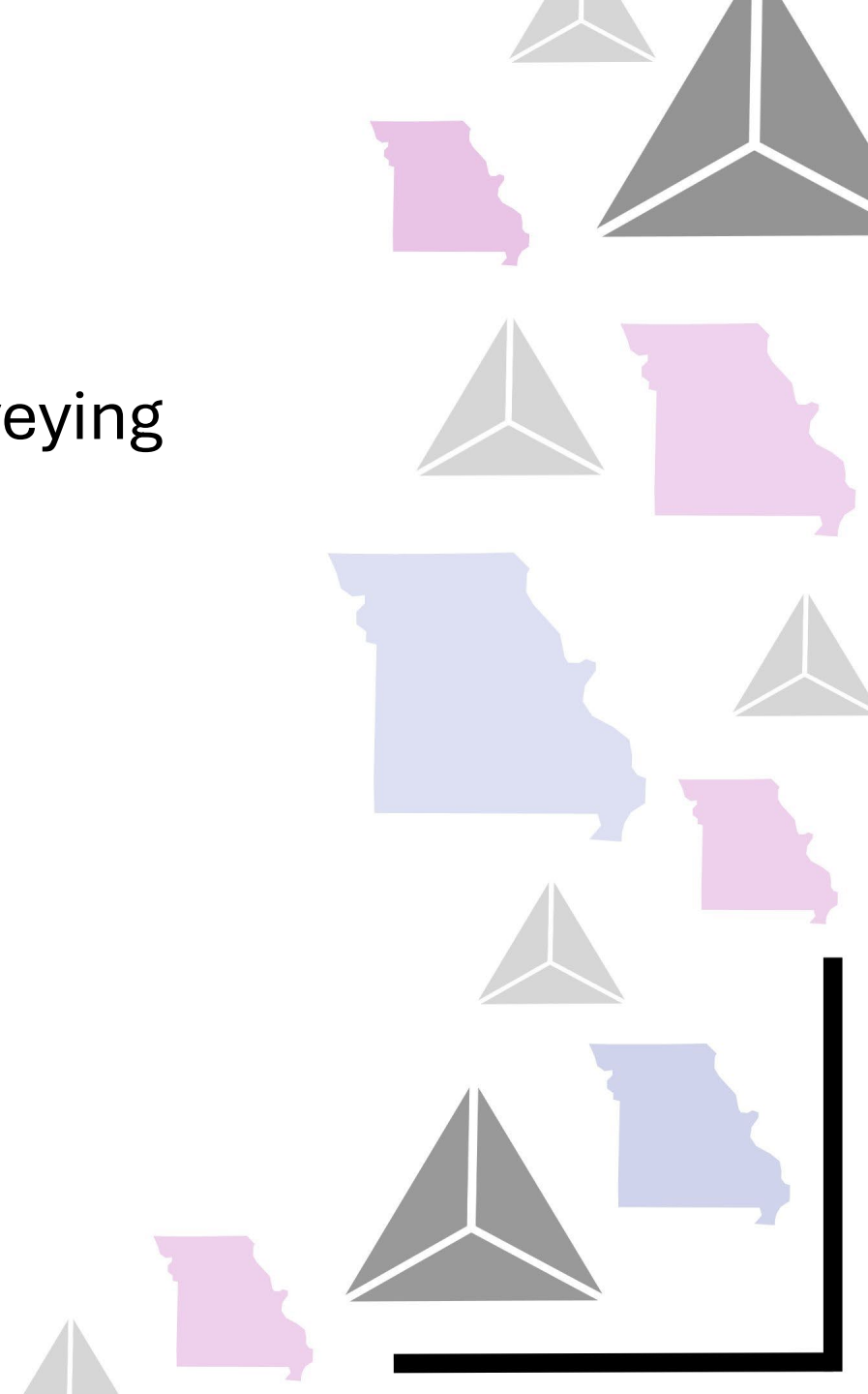
#canyoureadthis

#CanYouReadThis



# Color

- Color should not be the sole method of conveying information to users.
- Color contrast must meet correct ratios.



# Color - example 1



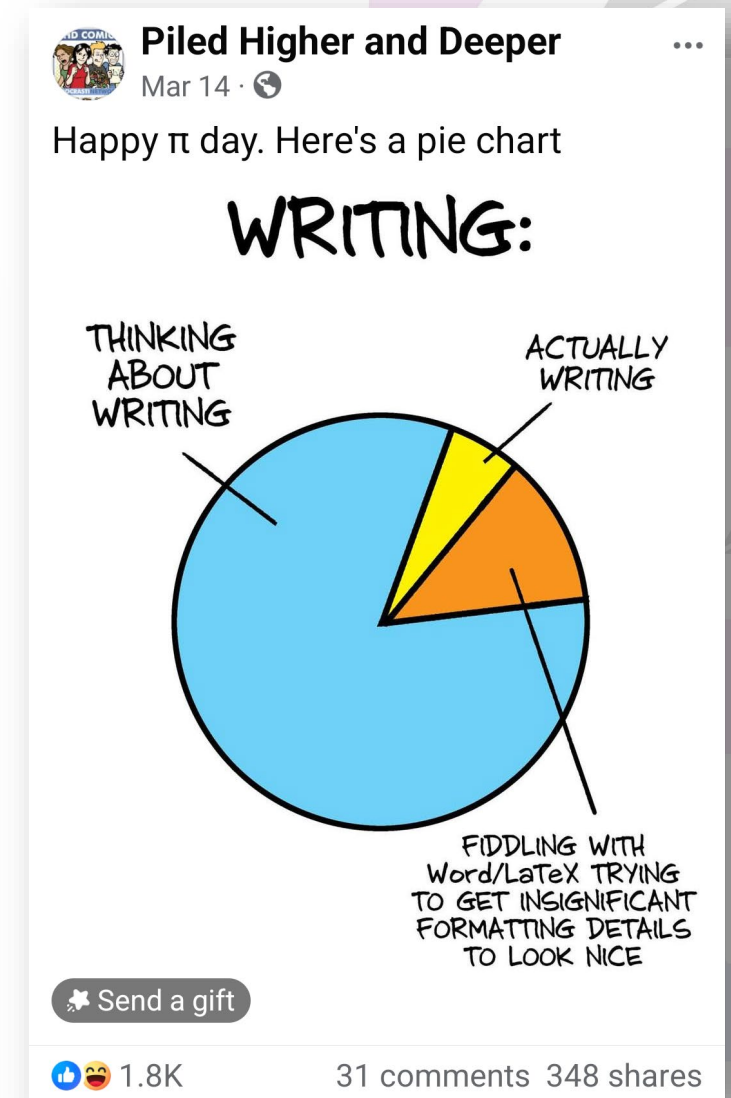
# Color - example 2



# Color - text contrast

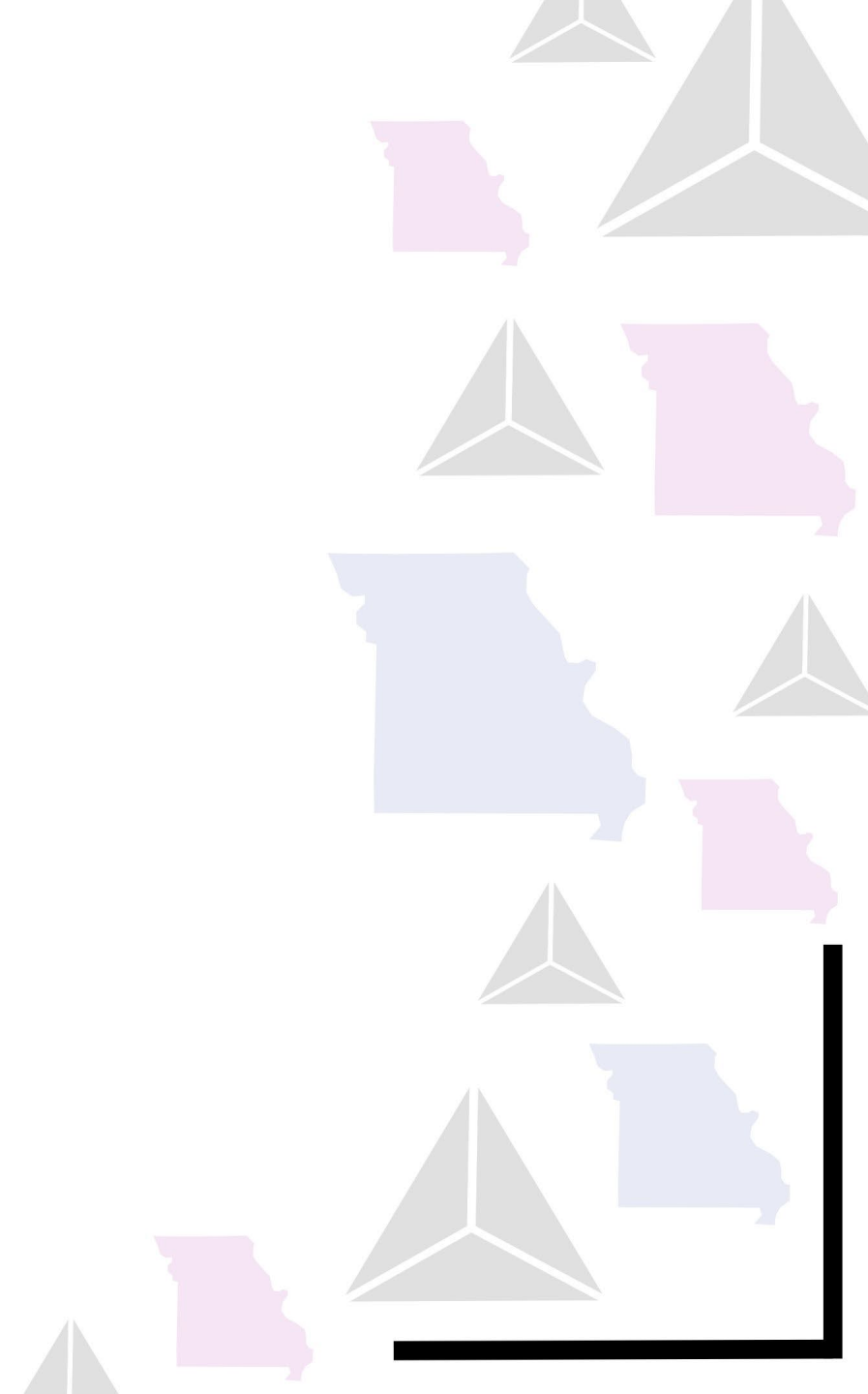


# Color - non-text contrast



# Color – take away

- Always consider color prior to posting digital content.
- Consider a color vision simulator.
- Download a color contrast checker to ensure accessibility.



# Audio/Video

Videos, reels, and podcasts must have transcripts/captions and all written text within videos must have accompanying audio.



# Audio/Video – simulations

- Podcast simulation showing the need transcripts and correct linking on socials.
- Video simulations showing the need for voiceover, captioning, and ensuring all content is available to all.

## Children's Services Podcasts

### Growing Healthy Communities

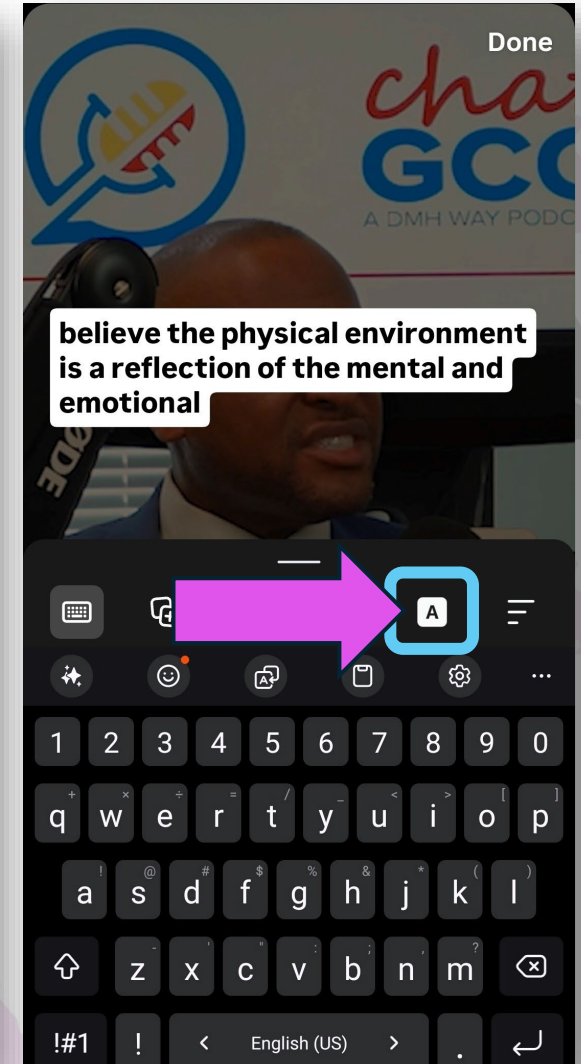
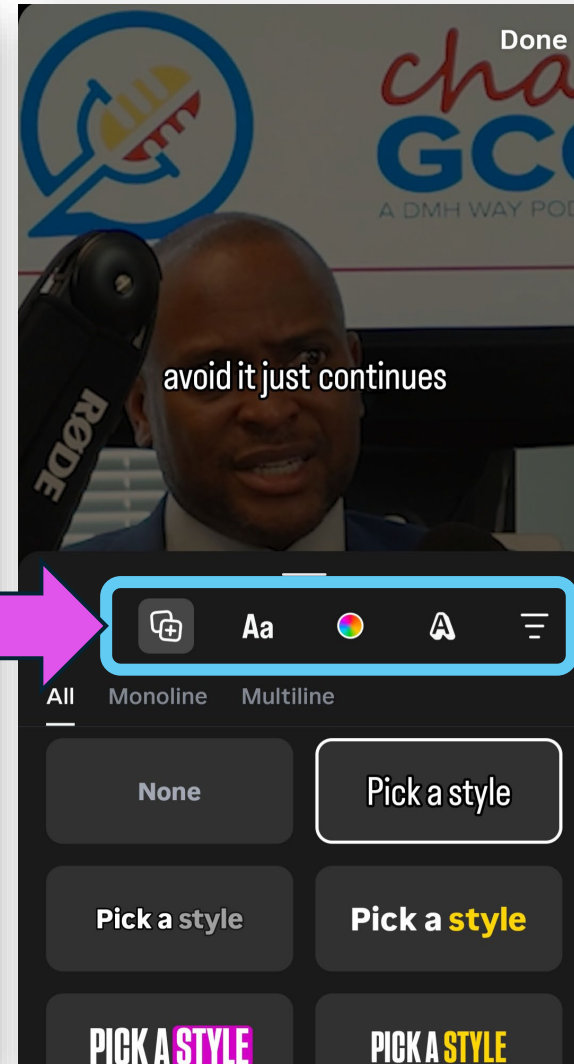
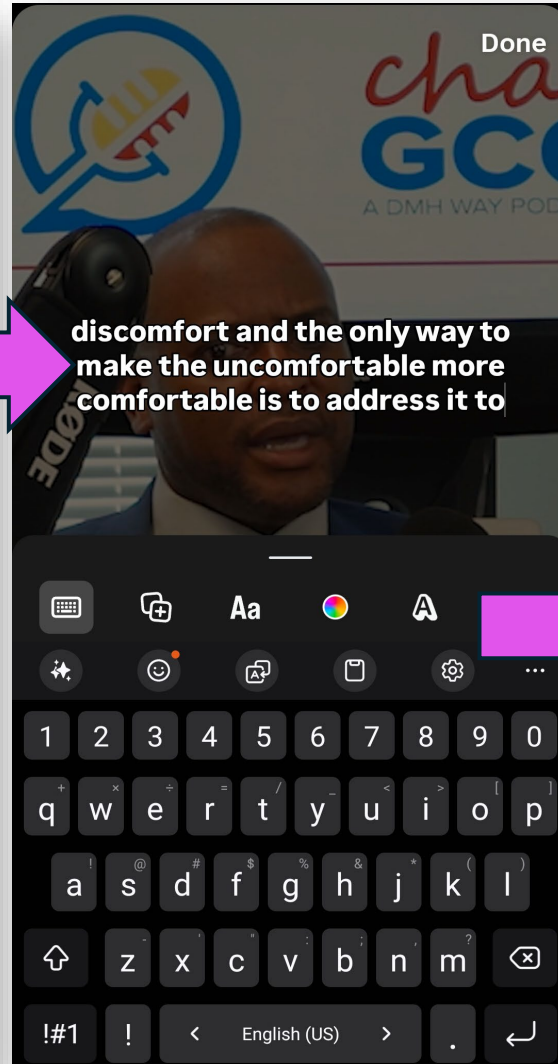
The **Growing Healthy Communities** podcast [☞](#) is for parents and community members to better support youth in Missouri. Licensed professionals and individuals with lived experiences will present topics identified by parents, caregivers, and community members that address the needs of youth and families in Missouri.

- **Episode 1: My child has a diagnosis, now what do I do?** [☞](#)
  - [Transcript: Episode 1](#)
- **Episode 2: Being ready for treatment and finding a professional who fits me or my family.** [☞](#)
  - [Transcript: Episode 2](#)
- **Episode 3: Parent or Family Peer Support - what it is, how it helps, and how I find it?** [☞](#)
  - [Transcript: Episode 3](#)
- **Episode 4: How to talk to youth about mental health and holiday tips to support families.** [☞](#)
  - [Transcript: Episode 4](#)

# Video – AI generated caption examples



# Video – add captions on Instagram



# Process

## DO YOU WANT TO ADVANCE YOUR CAREER?

### APPLY TO THE DIRECT SUPPORT PROFESSIONAL APPRENTICESHIP PROGRAM

We are looking for **outstanding Direct Support Professionals** who want to take their career to the next level in this brand new, elite, higher education program! Upon completion you will receive:

#### **SALARY INCREASE**

10% earned incrementally as you progress through the program.

#### **Nationally Recognized Credential**

Recognized by the US Department of Labor, this certification will open doors for you to work anywhere in the US as a DSP.

#### **PERSONAL GROWTH & PROFESSIONAL DEVELOPMENT**

Sharpen your skill and get on the fast track to promotion!

**Pick up an application in HR or the Scheduling office.**

**Deadline to apply is Monday, April 20<sup>th</sup>, 2026.**



**APPLICATION DEADLINE**

**APRIL 20<sup>TH</sup>, 2026**

# Process - explained

Nationally Recognized Credential and Salary Increase Opportunity!




## Direct Support Professional Apprenticeship Program

 application deadline: April 20<sup>th</sup>, 2026



Southwest Community Services

 Public ▼

Do you want to advance your career? Apply to the Direct Support Professional Apprenticeship Program!

This education program will provide you with a nationally recognized credential recognized by the US Department of Labor, allowing you to work as a DSP anywhere in the U.S. Apprenticeship participants will also receive a 10% salary increase earned incrementally during the program.

Sharpen your skill and get on the fast track to promotion! Pick up an application in HR or the scheduling office. Deadline to apply is Monday, April 20th, 2026.

# Process - Quiz!

Nationally Recognized Credential and Salary Increase Opportunity!



**Direct Support Professional  
Apprenticeship Program**

🕒 application deadline: April 20<sup>th</sup>, 2026

- A. Direct Support Professional Apprenticeship Program. Nationally recognized Credential and Salary Increase Opportunity! Application deadline is April 20, 2026.
- B. A split image featuring two groups of people: on the left, two young adults are posing happily by a window; on the right, a smiling woman with glasses is seated next to another individual. Below the images is text promoting a “Direct Support Professional Apprenticeship Program,” highlighting opportunities for credential recognition and salary increase. The application deadline is noted as April 20, 2026.
- C. Direct Support Professionals pose with the individuals they serve for the Direct Support Professional Apprenticeship Program. Nationally recognized Credential and Salary Increase Opportunity! Application deadline is April 20, 2026.

# Questions?

