PROPELLER PULSE

THE SOCIALSETTER

INCLUSIVITY THROUGH ACCESSIBILITY

WHAT IS ACCESSIBILITY ON SOCIAL MEDIA?

Social media platforms are continually seeking to expand on their innovative offerings to better serve users and address unmet needs. Accessibility ensures users with disabilities, particularly visual and auditory impairments, can consume content as easily as anyone else. Increased accessibility can ultimately foster more inclusive environments across social media channels where all users can engage.

TWITTER

Originally created to share 140-character messages, Twitter has since shifted to a visual-heavy channel where content with visuals far outperforms text-only content. Recently, they've added an **Alt Text feature to all photos**, allowing users to add a written description to be read out loud. Twitter also began automatically adding **closed captions to videos** at the end of 2021 to further support accessibility for the hearing impaired.

HCP OPPORTUNITY

By leveraging Twitter alt text voice features and closed captions on videos, brands will be able to gain more reach and engagement on content with people across visual and hearing ability levels. A 2019 study done by Business Wire showed that 85% of people watched Facebook videos with sound off, signifying the importance of closed captions for optimal content consumption.

SNAP

Snap has recently introduced **American Sign Language filters** where users can learn to spell their name and play interactive games to expand their skills. This inclusivity harnesses the platform's already popular **Augmented Reality (AR) technology,** which creates digital overlays on the user's real-life environment. AR is a popular feature among Snap users, so by bringing inclusivity to this format, it invites even more people to engage.

HCP OPPORTUNITY

Like **SignAll,** brands going outside the box with Snap's AR technology can strengthen the connection between patients and HCPs, unveiling and bringing conditions to life and helping HCPs understand and see what their patients are experiencing.

ENSURING ACCESSIBILITY ON SOCIAL

Social platforms committed to inclusive content and products further emphasizes a move toward a more equitable world, in healthcare and beyond. Tapping into Twitter and Snap's latest enhancements, consider the following in your immediate plans:

- Create alt text for all static images
- Incorporate closed captions in all videos
- Utilize AR for hands-on education

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