



Put hashtags at the end of a post, not at the beginning.

- *Use CamelCase: #StudentLife #SchoolOfNursing #IAmARaider*



VIDEOS

- *to turn them on and off) or open captions (where text is embedded into video and cannot be turned on/off).*
- *Set captions to be enabled as default.*
- *Provide transcript for video & use high-quality audio.*



FACEBOOK

- *Caption all photos and describe links posted.*



e as possible.

Place hashtags at the end.

- *Include a(e) (d7s)-yTd()Ex2 settings."*



NOTES OF CAUTION

- *Avoid labeling links as "click here." Instead use the linked resource name, e.g. [Orientation Application](#), as the label.*
- *Social media should not be the main messenger. Link information back to the source (e.g. TTUHSC website).*
- *Avoid acronyms or abbreviations, unless already mentioned in full.*
- *Use plain language and active voice.*
- *Avoid using Graphics Interchange Formats (GIFs).*
- *Confirm sites you link to contain accessible information.*
- *If using images with text or memes, caption the image with a description.*

Be easy with yourself with trial & error.