**Accessibility Requirements:**

The RHNTC is committed to providing equitable access to information and services as part of its digital accessibility mission. Learn more by visiting <https://rhntc.org/accessibility>

**Accessibility Guidelines for Visual Media**

Following guidance from the [Web Content Accessibility Guidelines (WCAG)](https://www.w3.org/TR/WCAG21/) and regulations dictated within [Section 508 of the Rehabilitation Act](https://www.access-board.gov/ict/), all visual media must be accompanied by "a text alternative that serves the equivalent purpose" (WCAG 2.1, [Criterion 1.1.1 Non-text content](https://www.w3.org/WAI/WCAG21/quickref/#text-alternatives)).

When uploading the visual media files included within the RHNTC Social Media Toolkit, please include a description to accompany your chosen media.

**How to author an image description?**

Image descriptions should provide a clear, concise, and accurate representation of all visual information of the media required to meaningfully understand the visual media in context of

surrounding information or processes.

RHTNC has provided "starter" descriptions for the images shared within the social media toolkit. Open the "Image Descriptions" text file and locate your image and/or PDF by title within the document. If you have uploaded a logo, you will need to modify the provided description with a textual representation of that logo.

(Further reading on images and accessibility: ["Image Concepts" by W3C](https://www.w3.org/WAI/tutorials/images/).)

**How to associate your descriptions to your images on social media?**

Social media platforms provide methods for adding such descriptions to uploaded media. Below are links to articles from Instagram, Facebook, and Twitter for managing image description:

Instagram: [How do I edit the alternative text for a photo on Instagram?](http://help.instagram.com/503708446705527/?helpref=uf_share)

Facebook: [How do I edit the alternative text for a photo on Facebook?](http://www.facebook.com/help/214124458607871/?helpref=uf_share)

Twitter: [How to set image descriptions](https://help.twitter.com/en/using-twitter/picture-descriptions)

**RHNTC Social Graphics – English Alternative Descriptions**

**Male Engagement Social Media Toolkit**

**Compassion\_IG**

Description: Graphic of a cartoon heart with wings. Text overlays the graphic: Are you seeking compassion, respect, and understanding?

**Compassion\_Twitter**

Description: Graphic of a cartoon heart with wings. Text overlays the graphic: Are you seeking compassion, respect, and understanding?

**CondomBroke\_IG**

Description: Graphic of a cartoon condom with a sad expression on its face. Text overlays the graphic: The condom broke? Talk with your partner about getting EC (emergency contraception) ASAP!

**CondomBroke\_Twitter**

Description: Graphic of a cartoon condom with a sad expression on its face. Text overlays the graphic: The condom broke? Talk with your partner about getting EC (emergency contraception) ASAP!

**DependingOnYou\_IG**

Description: Graphic photo of a health professional reviewing information on a tablet with a male and female couple. Text overlays the graphic: Someone is depending on you—stay healthy for your loved ones.

**DependingOnYou\_Twitter**

Description: Graphic photo of a health professional reviewing information on a tablet with a male and female couple. Text overlays the graphic: Someone is depending on you—stay healthy for your loved ones.

**NewRelationship\_IG**

Description: Graphic of a cartoon flame. Text overlays the graphic: Starting a new Relationship? Talk with your partner about getting EC (emergency contraception) ASAP!

**NewRelationship\_Twitter**

Description: Graphic of a cartoon flame. Text overlays the graphic: Starting a new Relationship? Talk with your partner about getting EC (emergency contraception) ASAP!

**NotOnlyWomen1\_IG**

Description: Graphic photo of a female doctor speaking with her male patient. Text overlays the graphic: Not for women only!

**NotOnlyWomen1\_Twitter**

Description: Graphic photo of a female doctor speaking with her male patient. Text overlays the graphic: Not for women only! Everyone should know that emergency contraception (EC) can be used *after* sex to prevent pregnancy.

**NotReady\_IG**

Description: Graphic photo of a confident looking male holding a soccer ball tucked under his arm. Text overlays the graphic: Not ready yet to be a parent?

**NotReady\_Twitter**

Description: Graphic photo of a confident looking male holding a soccer ball tucked under his arm. Text overlays the graphic: Not ready yet to be a parent?

**NotWomenOnly2\_IG**

Description: Graphic photo of a male receiving a clipboard from a woman. Text overlays the graphic: Sexual health care—Not for women only!

**NotWomenOnly2\_Twitter**

Description: Graphic photo of a male receiving a clipboard from a woman. Text overlays the graphic: Sexual health care—Not for women only!

**ProtectYourself\_IG**

Description: A pile of wrapped condoms. Text overlays the graphic: Hey Guys, it’s so important to protect yourself during sex!

**ProtectYourself\_Twitter**

Description: A pile of wrapped condoms. Text overlays the graphic: Hey Guys, it’s so important to protect yourself during sex!

**Symptom\_IG**

Description: Graphic of two cartoon cherries. Text overlays the graphic: Hey Guys! Got a symptom that’s worrying you?

**Symptom\_Twitter**

Description: Graphic of two cartoon cherries. Text overlays the graphic: Hey Guys! Got a symptom that’s worrying you?