

# How to create clear and inclusive social media posts

## ✓ Keep it simple!

- Use plain language and short sentences.
- Avoid too many colours and fancy fonts that are not easily readable.
- Avoid text that is written over the top of a photo or graphic.

## ✓ Use accessible design

- Choose high-contrast colours (dark text on light background or vice versa).
- Pick easy-to-read fonts, such as Calibri or Arial, and use sentence case.
- Test your post on a phone. If it's hard to read, simplify it.

## ✓ Include the key details

Make sure every post answers these questions:

- Where** is it happening?
- When** is it on?
- What** can people expect? (e.g. social game, training, come-and-try day)
- What's needed?** (equipment, clothing, water bottle, etc.)
- Cost** – any concessions rates or companion cards accepted?
- Who can join?** (e.g. everyone welcome, beginner friendly, open to all people regardless of skill or experience level)
- Who to contact** (name, email, phone, or the option to get in touch via the Messenger app)

## ✓ Add image descriptions or Alt Text

Describe what's in the image. This helps people using screen readers, and it makes your post more discoverable.

- Alt Text (Alternative Text) is a short description (added in your post settings) that tells people what's in the image. For example, "Two players smiling and shaking hands after a game."
- Image descriptions can be written directly in your post caption and can include a little more context, especially for event or group photos.

**Adding these takes only a few minutes but ensures everyone can enjoy your content.**



## What a clear, inclusive social media post looks like

### Come & Try Tennis Night – Everyone Welcome!

 Wednesday 7 June

 6:00–7:30pm

 Riverside Tennis Club, 12 Park Ave, Greenfields

Cost: \$5 – Companion card accepted.

Bring a drink bottle – All other equipment provided.

Contact name for details: name@email.com or message us here.

No experience needed! We welcome new players of all abilities.

Come along, have fun, and meet the team!

[Image: A group of mixed-ability players smiling together on the tennis court after training.]



### Quick wins for your Facebook and Instagram club page

Give people everything they need to get involved right from your page!

- 1 Club address:** easy to find and accurate.
- 2 Parking and public transport options:** let people know how to get there.
- 3 Ways to get in touch:** include phone, email, Messenger, or a contact form.
- 4 Your club values:** tell people what you stand for (e.g., inclusive, community-minded, welcoming).
- 5 Keep info up to date:** upcoming events, training times, game days.
- 6 Show real people:** feature your members! Representation signals inclusion and helps new people feel they'll belong.