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UX 60504

Accessibility and Universal Design

Audit and Report on Social Media of Instagram Account

Social Media Audit: Kent State College of Aeronautics and Engineering

Example One

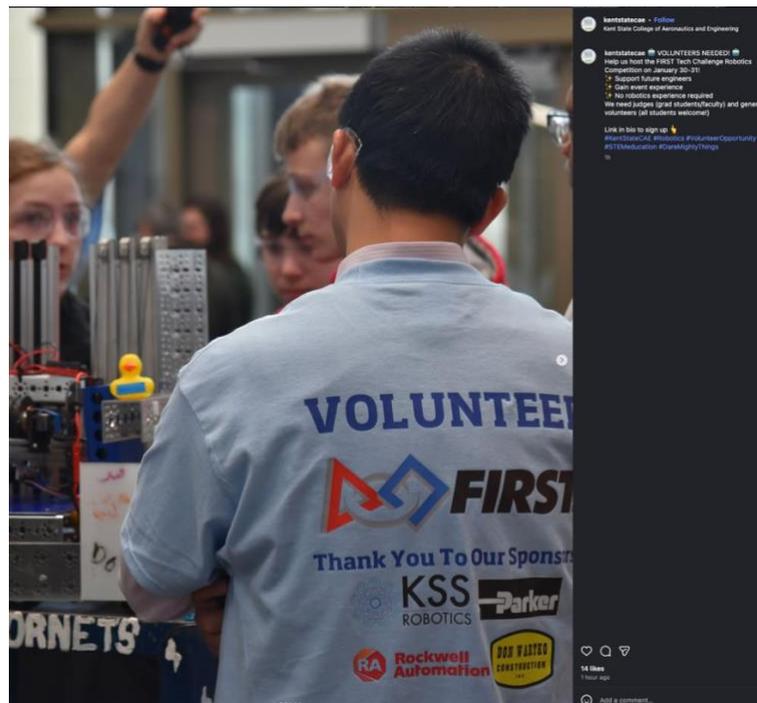


Figure 1 https://www.instagram.com/p/DTynDMzDQ74/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==

This post does a good job of putting the relevant information in the caption. The link in the bio works and is acceptable in this situation because Instagram does not allow links in captions. The photograph does not have any text in it, and all relevant information is available in the caption.

Problems



Using multiple emojis throughout the post will not translate well to a screen reader. The alt text of the photograph was automatically generated as seen below:

```
<img alt="Photo by College of Aero & Engineering on January 21, 2026. May be an image of text that says 'VOLUNTEE MFIRSI FIRS ThankYouToOurSpons You Thank KSS ROBOTICS Parker RNETS Ruromation Autor Automaticio!'"
```

The autogenerated alt text does not make sense, as it interprets the text on the back of the man's shirt, which will lead to confusion for anyone using a screen reader.

Recommendations

Remove the six emojis from the post in the text. Write an appropriate alt text describing the photograph. Example: *'Back of a student volunteer wearing a light blue t-shirt with the FIRST Tech Challenge logo and sponsor names listed, standing in a busy engineering lab.'*

Example Two



Figure 2 https://www.instagram.com/p/DRzc7anjuUg/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWF1ZA==

In this example, we again see a strong caption that contains all the necessary information. The CamelCase of the hashtags appears correct, and they are at the end of the post.

Problems



The contrast in this section is 2:1, which does not meet accessibility standards. The cursive font may be difficult for people with dyslexia or low vision to decode.



This element is also problematic due to the cursive font.

The alt text was autogenerated and does not make complete sense due to the misinterpretation at the end of the element:

```
<img alt="Photo by College of Aero & Engineering on December 03, 2025. May be an image of poster, card and text that says 'KENT STATE UNIVERSITY, GIVING TUESDAY #Ksugives Thank Ψcm'" data-bbox="171 758 876 820"/>
```

Recommendations

Remove the emojis, replace with bullet points, create specific alt text, and remove the cursive elements from the graphic.

Example Three



Figure 3 https://www.instagram.com/p/DTRCn2AgWZW/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFZA==

We are beginning to see a pattern in the mistakes made in the postings. Here, we have a better contrast ratio throughout the image, as the background is entirely blue. The caption is informative; hashtags are located at the end. Fewer emojis are used in the body of the caption text.

Problems

The text in the image is not exactly replicated in the caption; each image in this post has its own distinct caption. The alt text is auto-generated again.

<img alt="Photo by College of Aero & Engineering on January 08, 2026. May be an image of studying, magazine, poster and text that says 'Discover Your Potential with Undergraduate Research A OF1400 Buffia 01400 0+ Tace Transform from textbook learner to knowledge creator!'"

What we see in the auto-generated alt text is that Instagram's tools pick up the logos and include them, making it unintelligible.

 **kentstatecae** Why does undergraduate research matter for engineering students? 🤖

Because employers and graduate programs are looking for students who can:

- ✓ Think critically and solve complex problems
- ✓ Navigate ambiguity with no textbook answers
- ✓ Communicate technical concepts clearly
- ✓ Work collaboratively with expert mentors
- ✓ Demonstrate initiative and intellectual curiosity

Research experience develops ALL of these capabilities in ways that coursework alone cannot.

When you work on research projects, you:

- Apply classroom theory to real-world problems
- Learn troubleshooting and experimental design
- Gain experience with professional tools and methodologies
- Build relationships with faculty who become career-long advocates
- Develop confidence tackling challenges with no predetermined solutions

THE ADVANTAGE:
You're at Kent State—an R1 research university, one of only 7 in Ohio and 187 nationwide. That puts you in the top 5% of institutions for research activity. You have direct access to world-class faculty conducting cutting-edge research.

THE PROOF:
Our CAE students earned six top awards in Kent State's SURE competition this year, competing against 172 students from across the university. They swept first and second place at the Undergraduate Research Symposium.

These students now have credentials, skills, networks, and presentation experience that will benefit them throughout their careers—whether they pursue graduate school, industry positions, or entrepreneurship.

YOUR OPPORTUNITY:
Summer 2026 research applications are now open. The difference between successful students and others? Action.

Are you ready to gain experience that distinguishes you from other candidates? Links in the comments 🙌

#KentStateCAE #UndergraduateResearch #CareerDevelopment #R1University #EngineeringStudents #DareMightyThings

2w

 **kentstatecae SUREProgram:**
<https://buff.ly/lrD0HWr>

NSF REU: <https://buff.ly/HF9Nac9>

Undergraduate Research Symposium:
<https://buff.ly/2WuBWOH>

While this post uses fewer emojis than the previous posts, it still includes some. Finally, the links at the end are not clickable, and there is no "link in bio" functionality.

Recommendations

Replicate the text from the images in the caption, write the appropriate alt text for each image, and remove the emojis.

Example Four

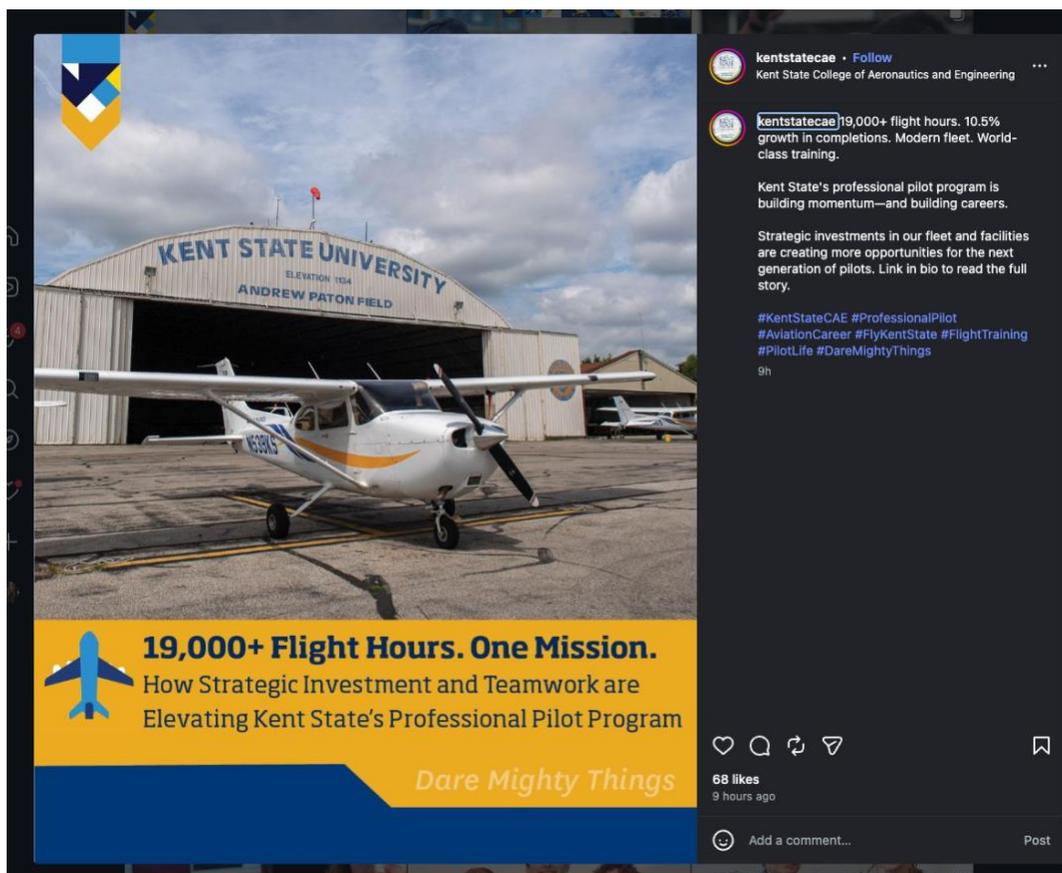


Figure 4 https://www.instagram.com/p/DT1gg4mDiJJ/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA==

The captions on this post look much better. There are no emojis anywhere, and the caption contains the relevant information from the picture. The hashtags are good, including proper CamelCase, and the caption includes some of the text in the image.

Problems

The "Dare Mighty Things" slogan does not pass the contrast test and is almost illegible as it is. This text appears somewhat transparent, worsening the contrast. The alt-text is again autogenerated and illegible:

```
<img alt= "Photo by College of Aero & Engineering in Kent State College of Aeronautics and Engineering. May be an image of airplane, propeller and text that says 'KENT STATE ELEVATION STATEUNIVERSITY UNIVERSITY 1134 ANDREW PATON ANDREWPATONFIELD I N FIELD 19,000+ Flight Hours. One Mission. How Strategic Investment and Teamwork are Elevating Kent State's Professional Pilot Program Dare Mighty Things'"
```

Recommendations

Change the "Dare Mighty Things" slogan to blue. Write appropriate alt-text.

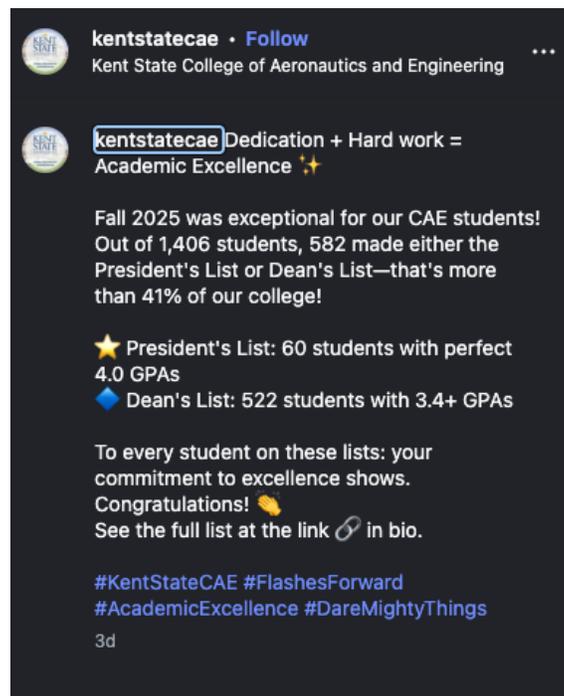
Example Five



Figure 5 https://www.instagram.com/p/DT1LzFSDUL-/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==

In this post, the caption provides good information that mirrors the text in the image. The caption is not overly long and includes useful information. Color contrast is good throughout. The hashtags use proper Camel Casing.

Problems



Emojis are overutilized throughout the caption. The alt-text is again auto-generated, and does not make sense:

```
<img alt="Photo by College of Aero & Engineering in Kent State College of Aeronautics and Engineering. May be an image of studying, poster, magazine and text that says '9 K K ρ RRNTSTATES es DEDICATION + HARD WORK ACADEMIC EXCELLENCE FALL 2025 PRESIDENT'S & DEAN' LIST HONOREES'." data-bbox="320 149 667 480"/>
```

Recommendations

Remove the emojis from the caption. Write an appropriate alt-text for the image.