Accessibility
- Five Easy Ways to Make Your Social Media More Inclusive
- Instructions for how to add alt text on all the usual social media platforms
- Using YouTube to create an SRT file for video captions
- Adding video captions on Facebook
- Web Content Accessibility Guidelines (WCAG)

Example Policies
- Smithsonian (Section 4, User-Generated Content)
- National Archives
- New-York Historical Society
- Monterey Bay Aquarium

Photography Best Practices
- How to Take Good Instagram Photos on Your Phone: A Step-by-Step Guide
- 5 Awesome Photography Tips for Social Media Success

Photo Resources
- Library of Congress
  - Carol Highsmith Collection (modern photos, mainly color, mainly of landmarks)
- National Archives
- National Park Service
- Texas State Library and Archives Commission
- Portal to Texas History
- Wikimedia Commons
- Robust list of digital collections (nationwide)
- Unsplash (free stock images)
- Gender Spectrum Collection
- List of stock photo collections (free and paid) featuring people of color

Social Media Info and Strategy
- Social Media in Government: Benefits, Challenges, and How It's Used
- The Unseen Consequences of Hiding Social Media Comments
- International Council of Museums (ICOM) social media guide
- Airtable: not a social media tool per se, but excellent for creating content calendars and other organized information

Writing
- Hemingway Editor
- Race-Related Coverage, AP Stylebook (no login needed)