ACCESSIBILITY IN A FLASH:
Creating accessible marketing and social media
Equal Access = Essential for some. Useful for all.

Easy, general tips that can be applied to social media content, digital marketing and events

ACCESSIBLE MARKETING AND SOCIAL MEDIA

Ensure that all users can have equal access to your content by thinking through **WHO**, **WHERE**, and **HOW** they will access your content. **Follow WCAG guidelines of P.O.U.R for best practices**. See the link below for more guidance.

https://www.w3.org/WAI/standards-guidelines/wcag/

PERCEIVABLE (P.O.U.R)

Perceivable solutions for users to ***SEE & HEAR*** *content.*

ALT TEXT

- Add when images add meaning
- Write alt text yourself
- Be brief but specific

EMOJIS/HASHTAGS

- Use few emojis
- Place emojis at the caption's end
- Have all calls to action **BEFORE** the emojis
- Put hashtags in camel case #CamelCase

CAPTIONING

- **ALWAYS** have captioning available
- Enable captioning on the presenter's side and announce how they can be turned on
- For large events, hire an ASL interpreter

SPACING AND STYLING

- Ensure there is space between lines, words and letters
- Use **bolding** and/or CAPITALIZATION to highlight key pieces of information
- Have enough white/blank space in the design so the important text is easily noticed

COLOR CONTRAST

- For social media, choose dark solid background colors
- Put a box behind text if you must use a busy background
- Contrast between foreground and background must be at least 4.5:1
- Test your color contrast with the color contraster below*

Contrast ratio
11.4:1

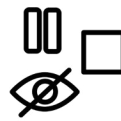*Example from Colour Contrast Checker (CCA)*

Color contrast checker:

https://www.tpgi.com/color-contrast-checker/

OPERABLE (P.O.U.R)

Operable solutions focus on ***TIMED*** *content and clear* ***NAVIGATION***.

PAUSE, STOP, HIDE

- For moving, blinking or scrolling information that (1) starts automatically, (2) lasts more than five seconds, and (3) is presented in parallel with other content, the user needs to **PAUSE, STOP,** or **HIDE** it. No more than three flashes per second.

LINKS

- Be specific with link labeling "Read About John's Journey" is much better than 'click here' or 'more info'.

UNDERSTANDABLE (P.O.U.R)

Understandable text is ***READABLE*** *and* ***RETAINABLE***.

CONTENT

- Avoid wordy paragraphs
- Avoid ableist language (i.e. lame)
- Avoid jargon or language above a 5th grade reading level
- Test your text's reading level with the link below*

Reading level checker:

https://readabilityformulas.com/free-readability-formula-tests.php

ROBUST (P.O.U.R)*

Robust solutions ensure that your content can be ***ADAPTED WELL*** *and remain* ***ACCESSIBLE***.

TEMPLATES/FONTS

- Use layout templates, if possible
- Do not use Unicode fonts (fancy lettering on platforms that don't allow text styling)

Kent C. Dodds ✅
@kentcdodds

You *think* it's *cute* to **write** your tweets and usernames this way. But have you *listened* to what it *sounds like* with assistive technologies like 𝒱𝑜𝒾𝒸𝑒𝒪𝓋𝑒𝓇?

Few robust guidelines apply to marketing subject matter

For media specific guidelines, **scan the QR code** or **visit the link below!**

kent.edu/digitalaccessibility/accessible-marketing

Questions? Email **EqualAccess@kent.edu.**