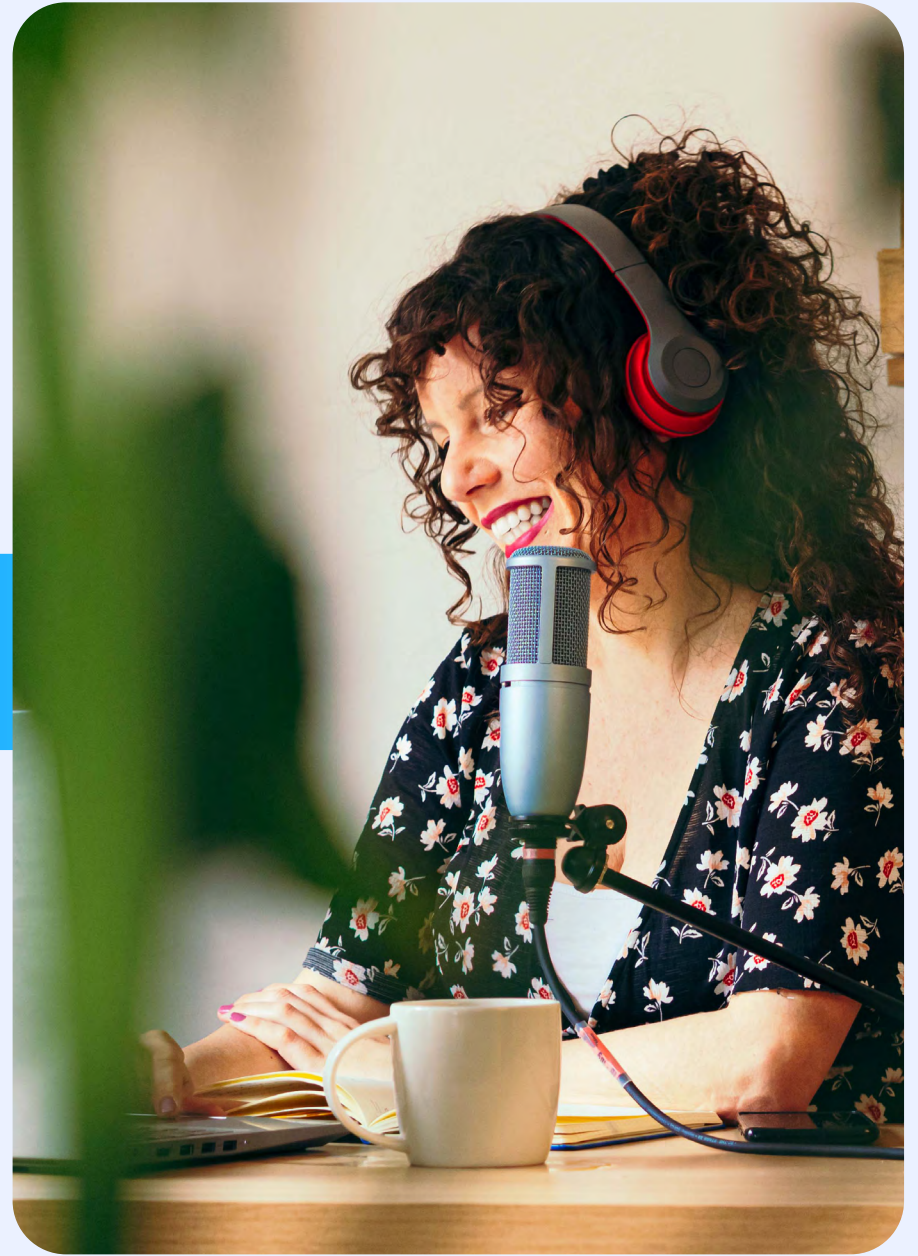


Accessibility Tips for Content Creators



Blogs, posts, tweets, and other user-created content should be accessible to all readers. Online content creators should know accessibility requirements to conform to ADA laws because accessible content expands your audience! Accessible content benefits everyone because more people can access, read, understand, and act upon your messages!

The easiest way to ensure that web and social media content is accessible is to follow some best practices, including those outlined by the [Web Content Accessibility Guidelines \(WCAG\)](#) and the principles of [Universal Design](#).

Here are some tips for creating accessible online content:

Fonts

Font styles should be easy to perceive and enable readers to understand the text, symbols, and any characters used.

- Use high-contrast text. (e.g., Black text on white background.)
- Avoid using colors to convey meaning, such as essential words only in red. Instead, use bold or italics to highlight certain words.
- Use an 11-point font or larger size if possible.
- Sans Serif fonts that are simple and easily parsed work best.
- Avoid font types that are decorative or script.

Links

- Avoid posting an entire hyperlink or URL.
- Hyperlinks should be embedded into text that describes the destination.
 - Good: [W3C's Web Accessibility Fundamentals site.](#)
 - Bad: <https://www.w3.org/WAI/fundamentals/>
- Avoid using “Click here,” “Read more,” or “Learn more,” as those links do not indicate the destination; the context is lost to those using screen readers.

Images

- All images should have an alternative text (ALT+Text) description.
- ALT+Text descriptions should:
 - Convey both the context and purpose the image is used for.
 - Be brief and concise. (Limit of 150 characters)
 - Use correct grammar and punctuation.
 - Provide the same feelings or information that sighted users will get.
- Avoid the following:
 - Animated images, like .gif files. These constantly flash or replay without having a way to turn them off and can trigger seizures for some.
 - Images of text, such as a picture of words. If you must use an image of text, include all the words in the alt description.
 - Images of text: Logos are acceptable and should have ALT+Text descriptions. (For example, “Nike swoosh logo in white on an orange background.”)
 - Marking an image as decorative when it sets a mood or tone.
- Complex images (those requiring more than 150 characters) should be described using one of the following methods:
 - Within a paragraph or text preceding or following the picture.
 - In a caption below the image.
 - Graphs, charts, and maps are best addressed by describing what specific information you want your readers to obtain within the preceding paragraph rather than trying to explain every data point via ALT+Text. A link to a document with a text description or spreadsheet is also helpful.

Audio & Video

- Avoid using any media that auto-plays:
 - Embedded media players should have controls to pause or stop.
- Videos should be captioned or have links to a descriptive transcript.
- Audio files (Podcasts or interviews) should have transcripts available.
- Videos recorded live should have transcripts available within 24 hours.
- Live video streams should have real-time captioning enabled.
- A best practice for live video is also to have a sign-language interpreter.
- Video Captions should:
 - Be accurate and match what is being spoken.
 - Display correct punctuation and grammar.
 - Describe any off-screen audio or sounds.
 - Describe all music and any non-speech audio.
- Transcripts should:
 - Be accurate and match what is being spoken.
 - Display correct punctuation and grammar.
 - Describe any off-screen audio or sounds.
 - Indicate who is saying what dialog.
 - Indicate timing so the dialog can be aligned when watching the video.



Peter Czech
CEO, Founder



Jeffrey Rodgers
Manager of Digital Accessibility



Rick Flores
Lead Auditor



Sebastien Jean-Baptiste
Creative Director



Jenna Payette
Director of Client Services



Brent Baker
Developer



Shannon
Accessibility Conformance
Specialist



Adriana
Senior Digital Designer



Bernadette
Graphic Designer



John
Graphic Designer

Our Team

Meet our Accessibility Professionals

Our team consists of dedicated, experienced digital agency professionals. In addition, we feature a diverse staff that will focus on your most pressing challenges and offers custom digital solutions to achieve your goals. You deserve no less!

Companies We've Helped

Our clients

Accessiblü

©2023 Accessiblü, LLC | www.accessiblu.com