



THINK DIGITAL THINK **EVERYONE**



Baseline awareness and skills to promote digital accessibility

Did you know?

Some very basic adjustments when creating digital material or documents can make a big difference to many people.



Colour and contrast

Using strong colour contrast between text and background colours helps people with sight impairments. Using only colours to identify content may impair colourblind people.

Alt text on images

Alt stands for alternative. Alternative text on an image helps describe it when people can't see visual content or when an image doesn't load.



Headings and titles

Adding headings like Heading 1, Heading 2 and Heading 3 creates a useful navigation pane. This also helps you to create a table of contents and a vital navigation menu for screen reader users.

Link titles

Name links how you would say them so they would make sense on their own. You wouldn't call a link '[click here](#)' you would call it '[Learn to Enable website](#)'



Tables

Tables are best created without merged or split cells and benefit from a header row. People using keyboards or screen readers can more easily and logically tab through simple tables.

Captions for videos

Adding captions to a video means you offer an alternative if people are unable to hear or if they are in an environment where they cannot use sound.



Transcripts for sound

If sound files or videos can't be heard or don't play then a written transcript offers an alternative so nobody misses out.

Social media hashtags

Camel case hashtags use a capital letter at the beginning of every word. This means they are clearer to read for everyone including those on assistive technology #CamelCase



Logical reading order

The right reading order means your content reads logically on assistive technology. In-built accessibility checkers can help you make sure your reading order is correct and not confusing.

Using clear language

Avoid using jargon or long complex language so everyone understands what you are saying or writing. Some people may not understand or process some of the complex words you use.



Using accessibility checkers

Microsoft tools have a built-in accessibility checker that tells you what to fix to make a document accessible for everyone.

Discover more and learn to **enable digital for everyone** with some bite-sized beginner tips.

www.learntoenable.co.uk

@LearnToEnable

