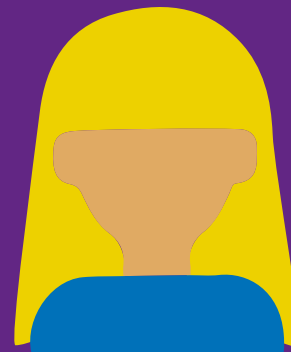
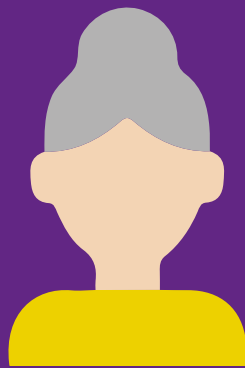


A guide to accessible communications



What is accessibility?

Accessibility is about ensuring that there are no barriers preventing someone from understanding a piece of information or from using a product or service.



Accessibility requirements and preferences could range from sight and hearing support needs, to motor and cognitive considerations. It is important that you ask yourself what alternative options for accessing your messaging are available? And how you can make things easier for everyone?

In some cases, people might be using screen readers or other assistive technology to access online information. Screen readers work by reading aloud the content of a page; ask yourself whether what you've produced will work with a screen reader?

On the next page are some tips to ensure that you keep the Pause message as accessible as possible when presenting and posting on social media...



When presenting...

- Use clear titles and subtitles on slides, to signpost the presentation
- Don't use large blocks of heavy text
- If showing a video, always make sure that there are subtitles. This is crucial for anyone with a hearing impairment
- Think about colour contrast and visibility: ensure there is enough of a contrast between text and its background, so that it can be read by people with low vision
- Pick your font type carefully, ensuring it is clear and easy to read
- Avoid underlining words, using italics or writing solely in capitals, as this can make text harder to read
- Write in plain English and ensure that sentences aren't too long
- When using acronyms or specialist vocabulary, break down the terms and explain them
- If using Word, click [here](#) to use the built-in function to check the document's readability.



When posting on social media...

- Use GIFs sparingly and be careful when choosing which one to use, as they can be distracting for neurodivergent people
- Don't use emojis to communicate a core message: they should be used in addition to text, not to replace text
- When using hashtags, capitalise the first letter of each new word (e.g. #TimeToDeliver), as it makes it easier for the visually impaired and for anyone using a screen reader
- Don't include key information only in a graphic, as this cannot be read by a screen reader. Ensure that the content of the graphic is explained in the caption
- Alternatively, when uploading an image to Twitter, add an image description, so that anyone with a vision impairment can have it read to them by a screen reader. Full instructions on how to do so on Twitter can be found [here](#)
- Ensure all videos and soundbites have subtitles.



If you have any questions about accessible communications, email Fi at fi.gilligan@pause.org.uk

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