

# Accessibility & Inclusion Checklist for Effective Communication



## Images

- Do I have authentic and diverse disability representation?
- Have I included an image description for every image?

## Logos and Brand Identity

- Do my brand colors include enough contrast for people with low vision or color blindness?
- Do I have approval to use any logos? Is the logo distorted or inappropriately placed?
- Does this align with our communications and marketing goals and strategies?

## Video and Animations

- Are my videos captioned? Are my captions accurate? Have they been copy edited?
- Do my videos have strong enough color contrast?
- Are my animations optional?
- Are the animations I use accessible? Are they optional?
- Do I have any flashing content that should be removed?

## Text and Written Copy

- Am I misrepresenting or making assumptions about the disabled community in any way?
- Do I use inclusive language? Have I taken out any ableist or othering language?
- Who is my audience? Is this written in plain language?
- Have I removed special characters or symbols that could be difficult for a screen reader to interpret?
- For printed materials, have I avoided paper that has a glare?

## Social Media

- Have I added an image description to every image? Remember, screenshots, infographics and charts are all images and must have image descriptions.
- Are my hashtags at the very end of my post? Did I use CamelCase?
- Are my emojis necessary? If so, are they used in moderation?
- Have I made it very clear where every link is going?

## PowerPoint Presentations

- Is my font size at least 18-point?
- Did I use sans serif fonts?
- Have I provided sufficient white space?
- Did I include alt text or captions for my visuals?
- Are my slides easy to read and in the order I intended? Do I have too many words on screen?
- Do I have sufficient contrast between my text and background colors?
- Do I have an accessible alternate format of my presentation that I can share with those who request it?