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CREATE: ACCESSIBLE CONTENT IN

Social Media

For your next creation, follow these best practices to ensure you CREATE: Accessible Content.

FORMATTING:

- Use plain language and avoid acronyms (LOL or BFF)
- List a point of contact for business profiles to address questions
- Only use text in fields

HASHTAGS:

- As hashtags can be problematic for assistive technology users, limit the number of hashtags used and post them at the end
- In a hashtag, capitalize the first letter of each word (#SoItLooksLikeThis)

VISUAL/AUDIO:

- Use high resolution images
- Use colours with high-contrast and validate your colours with contrast checkers such as **webaim.org/resources/contrastchecker**
- Include alternative text with all visuals using clear and concise terms to help understanding what is important in the image or visual
- If you use audio or visual components, ensure all audio is captioned and any visuals are audio-described

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HYPERLINKS:

- Use meaningful text for links, not “click here” and consider adding [PIC], [VIDEO], [AUDIO] or [PDF] before the hyperlink to help the reader know where they are going

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PRACTICAL CONSIDERATIONS:

- Social media pages often use pre-set colours and format so account for these when you design. You may be prevented from testing your results until after publishing

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Source: Minnesota IT Services, Office of Accessibility: **mn.gov/mnit/accessibility**

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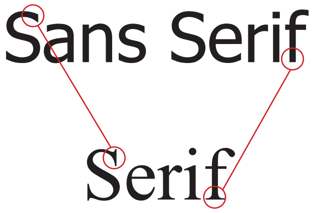
CREATE: ACCESSIBLE CONTENT IN

Microsoft Word

For your next creation, follow these best practices to ensure you CREATE: Accessible Content.

DOCUMENT FORMATTING:

- Use built in formatting styles
- Use short headings so screen readers can quickly navigate the documents (online only)
- Use a minimum 12-point font (Arial, Calibri or Verdana are best)
- Use styles with formatting and indenting to create white space (avoid extra spaces, tabs and empty paragraphs which will cause a screen reader to read “blank” repeatedly)
- Use **bold** to add emphasis rather than *italics*, underlining or all UPPERCASE



Generally, a typeface that is easier to read.

Avoid fancy or handwritten fonts, as cursive, unusual shapes or artistic features may create a barrier to reading.

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VISUALS:

- Include alternative text with all visuals using clear and concise terms to help understanding what is important in the image or visual
- Use “draft” or “confidential” in the title and avoid watermarks
- Place floating objects in line with text

HYPERLINKS:

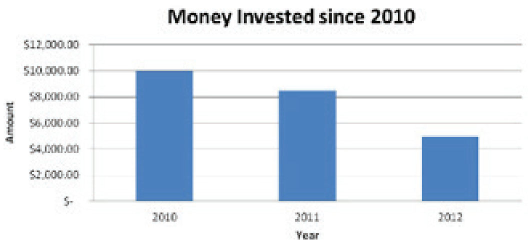
- Use meaningful text for links, not “click here”
  For example, “Office of Human Rights, Equity, and Accessibility website: http://www.uwindsor.ca/ohrea/”

TABLES:

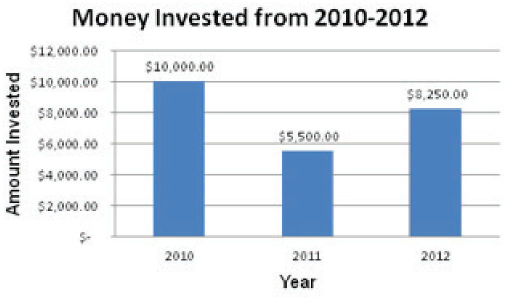
- Use clear column headings which provide context and help with navigation (avoid nested tables, merged or split cells or blank cells)

For example:

✗



✓



- When in doubt, use the Accessibility Checker which will highlight possible accessibility issues and provide suggestions to help

Source: Minnesota IT Services, Office of Accessibility: **mn.gov/mnit/accessibility**

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CREATE: ACCESSIBLE CONTENT IN

E-mail/ Outlook

For your next creation, follow these best practices to ensure you CREATE: Accessible Content.

DOCUMENT FORMATTING:

- Use built-in formatting styles such as lists and headings when writing lengthy e-mails
- Use plain language and active voice
- Use a minimum 12-point font (Arial, Calibri or Verdana are best)
- Use **bold** to add emphasis rather than *italics,* underlining or all UPPERCASE
- Use styles with formatting and indenting to create white space (avoid extra spaces, tabs and empty paragraphs which will cause a screen reader to read "blank" repeatedly)
- For appointments, send a separate e-mail with attachments. For e-mails, use "Attach File" in the ribbon (Alt, H, AF)

VISUALS:

- Include alternative text with all visuals using clear and concise terms to help understanding what is important in the image or visual. This includes logos in signature lines
- Use white for backgrounds and ensure good colour contrast (custom backgrounds can load slower and prevent reading of the content)
- Use a signature created in plain text (not a graphic or signature formatted in a table)

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HYPERLINKS:

- Use meaningful text for links, not “click here” (For example, “Office of Human Rights, Equity, and Accessibility website: http://www.uwindsor.ca/ohrea/”)

When in doubt, use the Accessibility Checker which will highlight possible accessibility issues and provide suggestions to help

Source: Minnesota IT Services, Office of Accessibility: **mn.gov/mnit/accessibility**

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CREATE: ACCESSIBLE CONTENT IN

Microsoft PowerPoint

For your next creation, follow these best practices to ensure you CREATE: Accessible Content.

DOCUMENT FORMATTING:

- Use a unique title for each slide instead of repeating a title. This will help with navigation and selection.
- Items in selection pane read from the bottom up so ensure to check your slide reading order
- Use a minimum 12-point font (Arial, Calibri or Verdana are best). If possible, use a larger font
- Use **bold** to add emphasis rather than *italics*, underlining or all UPPERCASE

VISUAL/AUDIO:

- Include alternative text with all visuals using clear and concise terms to help understanding what is important in the image or visual (this includes all pictures, clip art, shapes, SmartArt graphics and embedded objects)

For example:

Picture of a student

A postgraduate engineering student working in the new electron microscope lab

- If you use audio or visual components, ensure all audio is captioned and any visuals are audio-described

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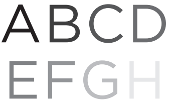
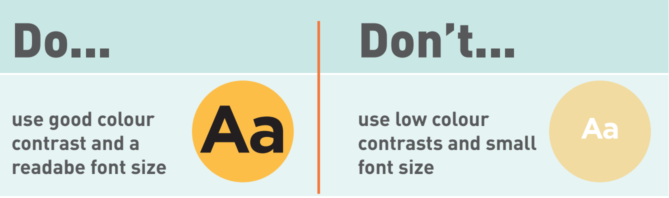
HYPERLINKS:

- Use meaningful text for links, not “click here” (For example, “Office of Human Rights, Equity, and Accessibility website: http://www.uwindsor.ca/ohrea/”)





Do...	Don’t...
use good colour contrast and a readabe font size	use low colour contrasts and small font size

- Use colour carefully; high contrast colour schemes and texture variations in graphs improve readability. The letter A in the example below shows the highest contrast.
- Test your designs by printing in black and white

TABLES:

- Use clear column headings which provide context and help with navigation (avoid nested tables, merged or split cells or blank cells) These are easier for everyone to read including those using screen readers or sitting at the back of the room

PRACTICAL CONSIDERATIONS:

- Consider adding your notes into a slide or sharing them in another format as some users of assistive technology cannot easily access your notes within the slide deck
- Convert your presentation to an accessible PDF when you share electronically with your audience or on the web

When in doubt, use the Accessibility Checker which will highlight possible accessibility issues and provide suggestions to help

Source: Minnesota IT Services, Office of Accessibility: **mn.gov/mnit/accessibility**

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CREATE: ACCESSIBLE CONTENT IN

Adobe Acrobat Pro

For your next creation, follow these best practices to ensure you CREATE: Accessible Content.

DOCUMENT FORMATTING:

- Convert scanned text as scanned documents often render as unreadable to a screen reader. Think about recreating the PDF using the source document or converting it to include true text
- Setting the document language in a PDF helps some screen readers to switch to the appropriate language
- Use Tags which allow assistive technologies to read and interact with PDF documents
- Check reading order by reviewing the tags in the Tags Pane to ensure correct reading order
- Use the Tags pane to check whether the tagged elements are properly sequenced and applied

VISUALS:

- Make good choices about colour ensuring high contrast colour schemes and texture variations in graphs which improve readability. Texture in graphs can highlight points of interest

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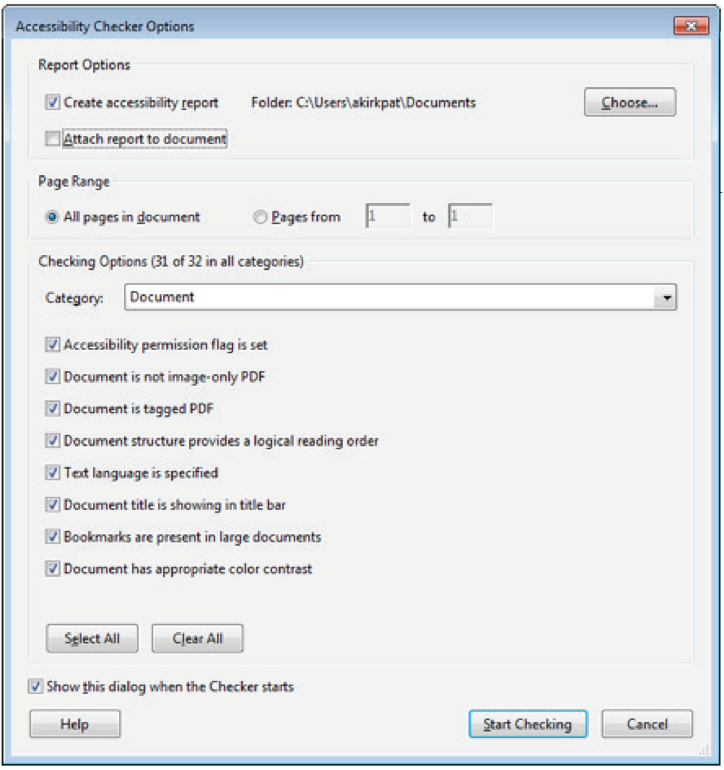
CHECK FORM FIELDS:

- If the PDF is interactive, add meaningful labels to fillable form fields and buttons
- Set the tab order for the form fields and provide instructions
- Ensure proper keyboard focus
- Ensure any error handling is accessible

When in doubt, use the Accessibility Checker which will highlight possible accessibility issues and provide suggestions to help



Accessibility Checker Options

Report Options

☑ Create accessibility report Folder: C:\Users\akirkpat\Documents

☐ Attach report to document

Page Range

● All pages in document ○ Pages from 1 to 1

Checking Options (31 of 32 in all categories)

Category: Document

☑ Accessibility permission flag is set
☑ Document is not image-only PDF
☑ Document is tagged PDF
☑ Document structure provides a logical reading order
☑ Text language is specified
☑ Document title is showing in title bar
☑ Bookmarks are present in large documents
☑ Document has appropriate color contrast

☑ Show this dialog when the Checker starts

Source: Minnesota IT Services, Office of Accessibility: **mn.gov/mnit/accessibility**

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CREATE: ACCESSIBLE CONTENT IN

Microsoft Excel

For your next creation, follow these best practices to ensure you CREATE: Accessible Content.

DOCUMENT FORMATTING:

- Use text to identify author and agency (rather than just logo)
- Give sheet tabs unique names providing information about content (remove blank sheets)
- Enter title in first row and column (merging cells to center the title is accessible)
- Avoid blank data cells. If a cell has no data, add “No data”
- Avoid using nested tables, merged or split cells as these present challenges for screen readers.
- Structure your content by defining title region and providing data range names
- Use alignment tools for layout and to create white space (resize rows and columns, use alignment tools to move content)
- Mark “End of worksheet” directly following the last row

HYPERLINKS:

- Use meaningful text for links, not “click here” (For example, “Office of Human Rights, Equity, and Accessibility website: http://www.uwindsor.ca/ohrea/”)

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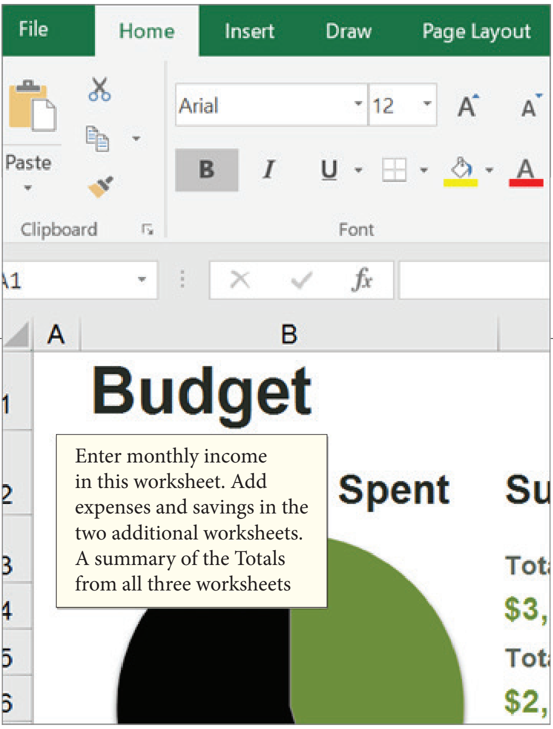
VISUALS:

- Make good choices about colour ensuring high contrast colour schemes and texture variations in graphs which improve readability. Texture in graphs can highlight points of interest
- Display charts or graphs directly below the data table
- Add alternative text to images and objects

For example:



Enter monthly income in this worksheet. Add expenses and savings in the two additional worksheets. A summary of the Totals from all three worksheets

https://support.office.com/en-us/article/accessibility-support-for-excel-0976b140-7033-4e2d-8887-187280701bf8

PRACTICAL CONSIDERATIONS:

- Search for Online Accessible Templates to use

When in doubt, use the Accessibility Checker which will highlight possible accessibility issues and provide suggestions to help

Source: Minnesota IT Services, Office of Accessibility: **mn.gov/mnit/accessibility**

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CREATE: ACCESSIBLE CONTENT IN

Your Print Material

For your next creation, follow these best practices to ensure you CREATE: Accessible Content.

- High contrast colours for both background and text are best
- If using coloured text, use sparingly and save for titles, headlines or highlighted material
- Keep text font size between 12 and 18
- Pay attention to space between lines of text
- Avoid decorative fonts (Arial, Calibri or Verdana work well)
- Emphasize with **bold**, not *italics*, underlining or UPPER CASE lettering
- Choose a font that is monospaced rather than proportionally spaced so text is not crowded
- Separate text into columns
- Give thought to your paper finish as matte or non-glossy will cut down on glare
- Avoid complicated background designs

When in doubt, a colour contrast analyzer from the web such as **https://webaim.org/resources/contrastchecker/** can help check your design

Source: "Clear Print Accessibility Guidelines", **cnib.ca/accessibility**

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