Making Marketing Accessible to all Top Tips

Social Media

1.   Make your images as accessible as possible.

If there is the option to use alt tags (for example, Twitter mobile apps), please do. There are guidelines for colour contrasts available and if you do use text inside your images, pop them on a plain background.

2.   Use hyperlinks

Adding a link to a webpage for more information gives people using assistive technology a way to read the content in HTML.

3.   Use captions and subtitles for videos

If you are sharing video content, include captions and audio description. This opens the content up to everyone and not just those with hearing impairments. Research shows up to 85% of people no longer have the sound on when watching videos online.

4.   Only use a GIF if it adds value to the content.

Research has found that people with some cognitive or visual impairments find GIFs difficult to engage with and may distract users from the message.