

# Accessible Comms Tips

## Accessibility Checklist for Communications Campaigns

- 1 ● CamelCase Hashtags
- 2 ● Captions
- 3 ● Alt. Text
- 4 ● High Contrast
- 5 ● Variety of file formats (text, video, audio . . . )
- 6 ● Clarify Specialised terms or phrases (no jargon)
- 7 ● Emojis
- 8 ● Sans Serif font, adequate size
- 9 ● Be mindful of language use
- 10 ● Don't assume you don't have a disabled audience

For further information on how and why to follow our checklists, please go to:

