

## Web Accessibility Checklist

*Ensuring inclusivity in marketing and communications materials*

### 1. General Accessibility Principles (Applies to All Materials)

- Use **plain language** (avoid jargon, acronyms and complex words).
- Ensure explicit, **concise content** with a logical flow.
- Maintain **high contrast** between text and background (minimum 4.5:1 contrast ratio).
- Avoid **flashing or blinking content** that could trigger seizures.
- Ensure materials are **screen reader-friendly** (structured properly with alt text, headings, etc.).

### 2. Digital Documents & PDFs

- Use **accessible fonts** (sans-serif like Arial, and Verdana).
- Ensure proper **heading structure (H1, H2, H3, etc.)**.
- Include **alternative text (alt text)** for images.
- Use **real text** instead of images of text.
- Ensure **hyperlinks have meaningful descriptions** (avoid “click here”).
- Use **tagged PDFs** for accessibility.
- Ensure **tables have clear headers** for screen readers.

### 3. Websites & Newsletters

- Ensure a **logical reading order** for screen readers.
- Include **alt text** for all images.
- Use **descriptive links** instead of generic phrases like “Read more.”
- Enable **keyboard navigation** (test using only Tab and Enter keys).
- Ensure videos have **captions and transcripts**.
- Ensure forms are **adequately labelled** for assistive technology.
- Test using **accessibility tools** like WAVE, Axe, or Lighthouse.

### 4. Social Media Posts & Images

- Add **alt text** for LinkedIn, Twitter, Instagram, and Facebook images.
- Ensure colour **contrast** is sufficient in graphics.
- Avoid using **text-heavy images** (ensure key info is in the post caption, too).
- Use **CamelCase for hashtags** (e.g., #AccessibleDesign instead of #accessibledesign).
- Provide **video captions and transcripts** for multimedia content.

- Avoid using emojis excessively (they can be disruptive for screen readers).

## 5. Posters & Print Materials

- Use **large, clear fonts** (at least 12pt, preferably 16pt+).
- Maintain **high contrast** (e.g., black text on a white background).
- Avoid **all caps** or overly decorative fonts.
- Provide a **QR code or link** to a digital, accessible version.
- Use **simple, easy-to-understand language**.

*This checklist aligns with Canadian accessibility guidelines, including [WCAG 2.0 Level AA](#) and [CAN/ASC - EN 301 549:2024](#).*