DSA Marketing & Communication
Accessibility Guidelines

Not everyone has the same abilities or equal use of the same senses, one of the keys to accessibility is ensuring that information is transformable from one form into another. Here are some general guidelines.

Please visit studentaffairs.unt.edu/accessibility for more detailed information.

Social Media

- Make your contact information available on your social media account page.
- Provide a clickable link to where the same information is more accessible, such as an accessibility website.
- Make your social media content available through more than one channel.
- Provide links or contact information to official social media support and accessibility teams.

Website

- Add alt text to all images (*See Alt Text Guidelines*).
- All PDF's should be accessible (*See Accessible PDF Trainings*). When possible, type out the information onto a webpage instead of attaching it.
- Flyers should not be used as the main body content. Instead type our the information onto the webpage or attach an accessible pdf.
- Utilize webforms when possible or fillable PDF's for any forms.
- All videos should be embedded from YouTube with closed captioning.
- Check for mobile responsivity by F12 on Chrome or increase zoom to 200% to see if all information is still visible and navigation is correct.
- Check for contrast on all images/flyers/graphics (*See Contrast Guidelines*).

Email and Digital Documents

- When designing graphics, emails or posting on social media, consider how the contrast ratio will affect the delivery of the message and how will it be perceived by those who are color blind or have low vision. To test the contast ratio of two colors, visit *WebAIM Contrast Checker*.
- When using Outlook, Word, PDF's or PowerPoint, click on "Review" and then "Check Accessibility" to check for any accessibility issues. By default, powerpoints are best for meeting accessibility standards. **Make sure to add alt text to all images inside of the documents along with graphs.**
- All images should have alt text and as a best practice, they should not be sent as the main body content. For example, type out the information that is on an image such as a flyer within the body of the email so that it is accessible to all.

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