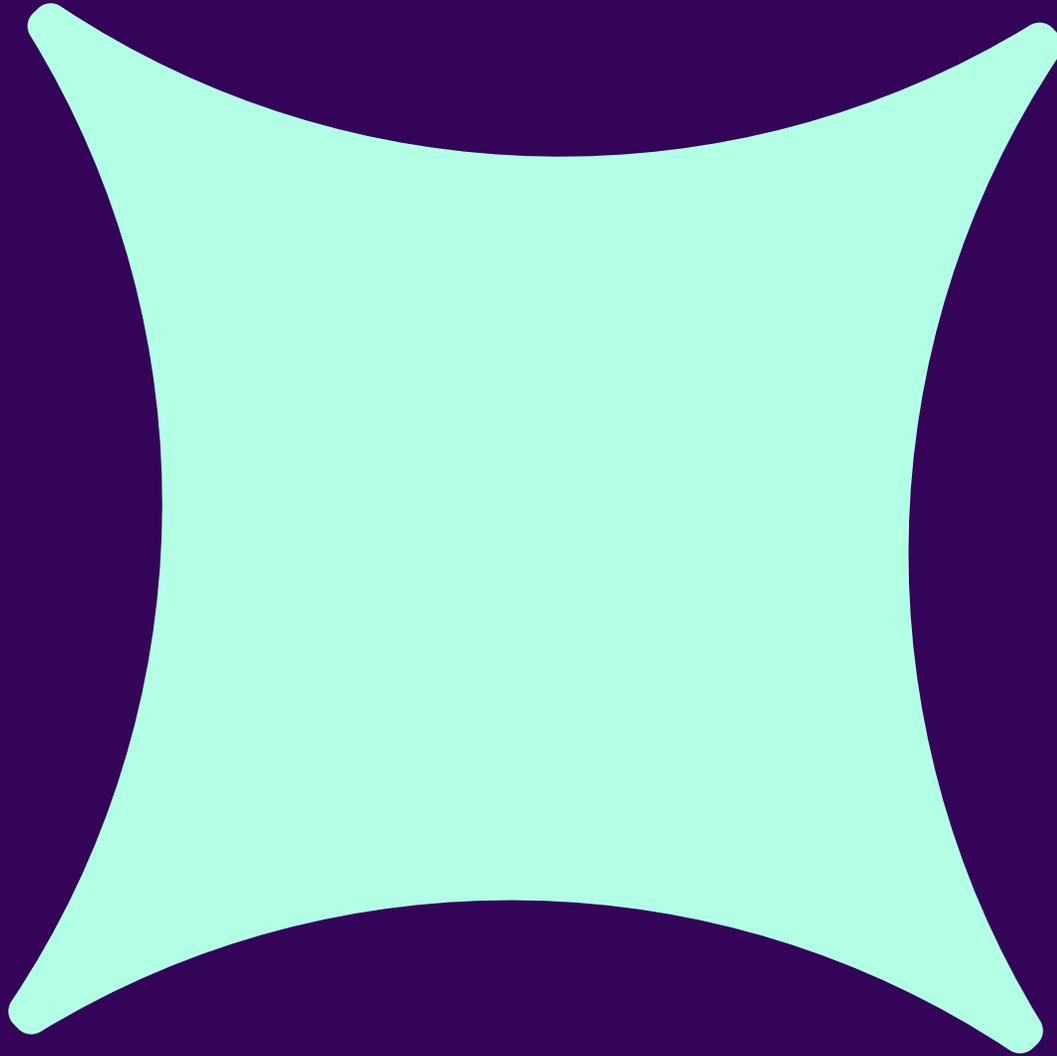


How To Increase
Inclusivity and
Accessibility
Across All
Communications

Heather Reeve

SCOPE

What is accessibility

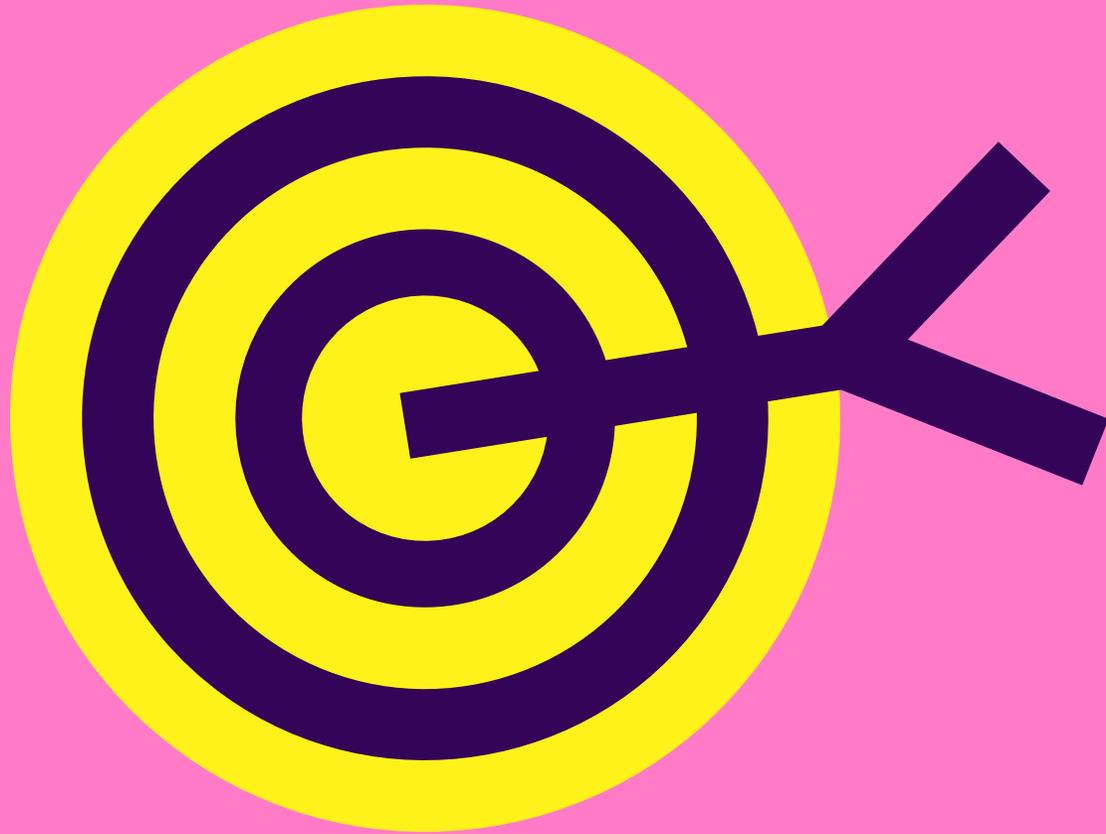




How we implement accessibility at Scope

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Accessibility guidelines and principles



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Training

e-learning

teams calls

demo sessions

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Working together



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Content guidelines

- Font
- Headings
- Colour
- Plain English
- Abbreviations
- Active voice
- Link text

Content accessibility
Font
Headings
Colour
Social model language
Plain English and readability
Active voice
Abbreviations and acronyms
Bullet points
Capital letters
Italics, underline and bold
Numbers
Time and date ranges
Special characters
Link text

Font

Font size must be:

- 12pt minimum for printed content (PDFs, letters, posters, leaflets)
- 14pt minimum for digital content (emails, website)
- 18pt for large print

All internal use of fonts must be Arial 14pt for:

- email signatures
- out of office replies

Headings

All Word documents and long emails will have a heading structure:

- heading level 1 should be used only once for the main title
- heading level 2 should be for subheadings
- heading level 3 can only sit under heading level 2

Colour

Do not use colour alone to show meaning or important information (including in emails).

Colour contrast of text against the background must be at minimum 4.5:1.

Use [WebAIM colour contrast checker](#).

Social model language

Use social model language. For example "disabled people" rather than "people with disabilities".

Only use medical model language if you are quoting external content. For example, using the legal definition of disability from the Equality Act 2010. Or if you are quoting someone.

For more information please see [the inclusive language in the workplace article](#).

Digital guidelines

- Web Content Accessibility Guidelines (WCAG) compliance
- Formats
- User testing
- Audits
- Procurement

Digital accessibility
Compliance
Formats
User testing and audits
Procurement

Digital accessibility

This explains the criteria and processes needed for our digital products.

These are the guidelines that Scope will follow to make sure our work is as accessible as possible.

We will provide digital platforms that give equal access to all colleagues and customers.

Compliance

Make sure that all of our digital estate complies with web content accessibility guidelines (WCAG) 2.2 AAA. When this cannot be achieved, we will meet AA compliance.

Formats

Create all content in an accessible format. These are:

- Hypertext markup language (HTML 5)
- Word

**Social media
accessibility**



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Plain English

Plain English will help you reach a **wider** audience and **not just** disabled people.

Avoid:

- long sentences
- complicated language and jargon
- acronyms and abbreviations

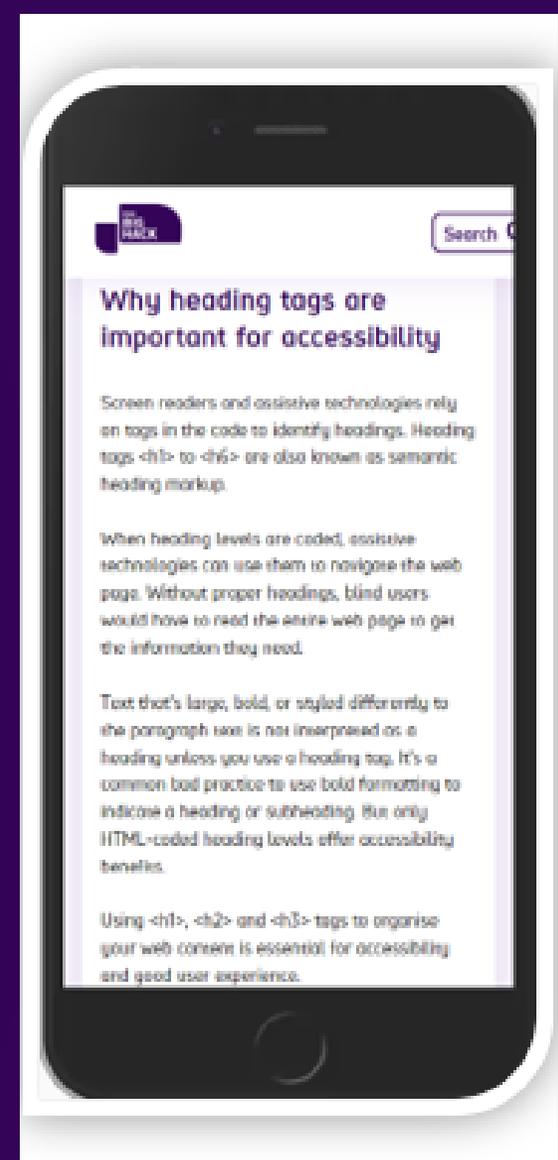
Small paragraphs are easier to read

Why heading tags are important for accessibility

Screen readers and assistive technologies rely on tags in the code to identify headings. Heading tags `<h1>` to `<h6>` are also known as semantic heading markup.

When heading levels are coded, assistive technologies can use them to navigate the web page. Without proper headings, blind users would have to read the entire web page to get the information they need.

Text that's large, bold, or styled differently to the paragraph text is not interpreted as a heading unless you use a heading tag. It's a common bad practice to use bold formatting to indicate a heading or subheading. But only HTML-coded heading levels offer accessibility benefits.





Colour contrast

Good contrast is essential for all content.

Text against a background should be a **minimum 4.5:1**.

Use online tools: [WebAIM colour contrast checker](#)



Camel case

Camel case your hashtags.

Capitalise the first letter of each word.

#AnEqualFuture

Emojis

Limit emoji use as screen readers will read each individual emoji separately.

Emojis are not bullet points.



Link text

Do not use:

- click here
- read more
- URLs as link text

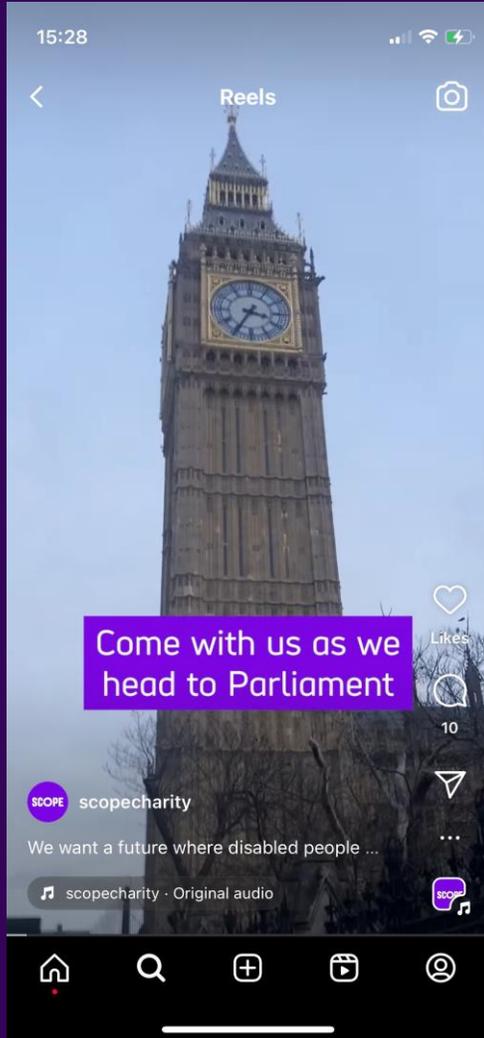
Do:

- Tell people where the link is going.
- Be descriptive.

Video

- Always add captions to your videos
- Check the reading speed of your captions and make sure they're not covered
- Have good colour contrast for captions or on-screen text (use a background colour block)
- Do not create visual only videos with no voiceover or an alternative format
- Create audio described versions
- Have transcripts available for longer videos

Video examples



Instagram video description:

A variety of clips showing campaigners and MPs at our parliamentary event in London.

[Don't hold back, Scope spirit film \(audio described\)](#)

[Descriptive transcript - End the Awkward HIDE video.docx](#)



Images

Always add alt text.

Image descriptions.

Colour contrast.

Font size.

**There is a special
power in being a
around other black,
queer, disabled
people like me.”**



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Any
questions?

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