

ACCESSIBILITY TIPS

Use these strategies to ensure your materials are accessible for everyone.

1

Provide descriptive image captions and alt text, including GIFs. Avoid saying “image of” and describe the importance, humor, etc of what is shown.

2

Include video captions and descriptions.

3

Write in plain language: Avoid jargon, slang, or technical terms unless they are appropriate.

4

Full-caps can be difficult to read and misinterpreted by screen readers.

5

Capitalize the first letter of each word to make hashtags more legible and prevent screen reader gaffs. For example, **#GeorgiaLibraries** not **#georgialibraries**

6

Put hashtags and mentions at the end. Punctuation marks are read aloud by screen readers. Be mindful of how hashtags or @ mentions can disrupt copy.

7

Avoid saying “click here.” Use descriptive call-to-actions like: Sign up, Try it for free, or subscribe.

8

Limit emoji use. Emoji and emoticons are read aloud by assistive tech. That means people will hear things like “loudly crying face” or “pile of poo.” Before using one, look up how it translates to text.

9

Use an adequate font size so text is legible, especially when used in images or areas that aren’t modifiable. 14-pt font is the minimum font-size for accessibility and for qualification of materials to be mailed to eligible persons as Free Matter for the Blind.