

ACCESSIBILITY PACK

Practical guidelines for social & digital content

Key Guidelines

- Alt text: descriptive, concise; avoid “image of...”.
- Contrast: meet WCAG AA minimums.
- Captions/Subtitles: provide SRT for all video; include burned-in captions for broadcast.
- Reading level: plain language; short sentences.
- Links: clear and descriptive; avoid “click here”.

Quick Checks

- Alt text answers who/what/action; skip “image of...”.
- Contrast $\geq 4.5:1$ for body, 3:1 for large text.
- Provide .srt; burn-in for broadcast deliverables.
- Aim for 8th-grade reading; keep sentences short.
- Use descriptive link text; include visible URL where helpful.