

# Accessibility and EDI in Marketing

## Key Takeaways Handout



Accessibility is the key to creating a more inclusive community by eliminating barriers that restrict a person's access to civic participation.

### Key Takeaways

1. Make sure digital and print materials are accessible to all community members.
2. Make certain your community members see themselves and feel included in your promotions.

### Practical Tips

- Add accessibility guidelines to your library's marketing style guide and then create an accessibility statement. Make them easy for people to find as your circulation policy or standards of library behavior policy.

- Use Alt text in your image. Be specific, and keep it short and descriptive, like a tweet. Read the tips on how to [write good Alt Text to describe images](#) to learn more.
- If the image is being used to link to another page, the alt text should describe what will happen when the image is clicked (rather than what it looks like).
- Alt text for icons should be the equivalent to the information intended by the icon, such as "Download PDF" or "Visit our Facebook Page".
- To make your print marketing content fully accessible to visually impaired users, it is recommended to make the designs:
  - Large print, preferably 16 to 18 pt. type.
  - Large, bolded characters, all caps for titles/headlines.
  - Use Sans Serif font only (Ariel, Geneva, Tahoma, Vedana, etc.)
- Place signage in a low enough area for wheelchair users or other physical disabilities. Signage should also be placed in a well-lit, glare-free area.
- Be aware of the correct vernacular when addressing the LGBTQ+ community, such as using sexual orientation instead of sexual preference.
- Be aware of different holidays and times of celebration. Use social media to honor them.

## Tools

- Use the free online tool, [WebAIM's Color Contrast Checker](#), to check web-accessible color combinations and contrast levels.
- Watch out for epilepsy triggers! Use Trace Center's [Photosensitive Epilepsy Analysis Tool \(PEAT\)](#) to test video and animation content before posting.

## Examples

- Here's an example of an [accessible infographic](#) from WebAIM.
- Examples of library accessibility policy statements from [the University of Birmingham](#) and [Toronto Public Library](#).
- Check out the newsletter example from St. Louis Library about racial equity and social justice challenge.
- Bookmark the [Evaluating Diversity in Marketing](#) Padlet to learn about promotional tactics your library can use in EDI collection marketing.

## Guidelines

- Bookmark this [Web Content Accessibility Guidelines](#) and a [quick reference guide](#) for the latest version of the guideline.
- Download the [National Center on Disability and Journalism](#) Guide.
- Challenge yourself to think critically when you write. Use style guides regularly when in doubt on phrasing. The Associated Press [AP Stylebook adds new umbrella entry for race-related](#)

[coverage and issues new hyphen guidance and other changes](#). Check out their full umbrella [race-related coverage entry](#) to learn about style guides.

## Suggested Resources

- Watch the video to learn about digital accessibility: [Make Technology Work for Everyone](#).
- To understand the importance of diversity in library marketing, watch the video of [Librarian JJ Pionke on Diversity, Equity, and Inclusion in Libraries](#) from ALA's website [EDI in Our Libraries](#).
- Connecting with people is marketing. Watch the video: [The Most Searched: A Celebration of Black History Makers](#).
- Be intentional with the inclusion of diverse books in promotion: [Local Libraries See 'Unprecedented' Demand For Anti-Racism Books](#).
- Read the blog post: [Finding windows and mirrors in a world with walls](#).
- Read the [ALA Statement on Censorship of Information Addressing Racial Injustice, Black American History, and Diversity Education](#).
- Learn more about [Inclusive Marketing](#) and how to create [disability-inclusive](#) materials.