ACCESSIBLE DIGITAL MARKETING
CHECKLIST

Use the Accessible Digital Marketing Checklist to double-check your deliverables before launch. Terms are defined in the attached glossary. To learn more, visit www.dozanu.com.

Why Accessible Marketing?

Accessible marketing helps to eliminate any barriers that may stand between you and your audience. By making sure that your content and campaigns are accessible, you're demonstrating to your audience that you actively care about their experience and want to guarantee an equal experience for everyone.

People with disabilities command a presence in every market with buying power, but you would never know that from the ads we see.

Copy + Formatting

- ☐ Use hashtags in moderation
- ☐ Use Camel Case whenever you use multi-word hashtags
- ☐ Place hashtag clouds at the end, or as the first comment
- ☐ Write in plain language, keeping it clear and concise
- ☐ Don't use tabs or spaces to manipulate formatting
- ☐ Avoid using studly case

Image + Visual

- ☐ Use emojis in moderation and never as bullet points
- ☐ Use the yellow emoji skin tone, unless needed for context
- ☐ Write appropriate descriptions of all your images, and use for alt text
- ☐ No alternative characters to make type face or size seem different
- ☐ Use contrasting colors in graphics, text, and user interfaces
- ☐ Don't use ASCII art

Audio + Video

- ☐ Provide a transcript of all audio, at the end of a post or as the first comment
- ☐ Use subtitles, and closed captioning when possible
- ☐ Provide a video description at the end of a post or as the first comment
- ☐ Provide a voiceover if the content is in a signed language
- ☐ Avoid using flashing lights or strobe effects

ACCESSIBLE DIGITAL MARKETING
GLOSSARY

accessible marketing is the use of inclusive design practices that make it possible for users of all abilities to fully experience the brand, receive and understand communication, and take advantage of opportunities to engage with and become fans.

alternative characters Unicode characters copied from external websites that are different from a platform's default font and formatting options.

alt text also known as alt text or "inage description". Meta description that a screen reader or assistive device uses ro accurately describe a digital image to blind ands low-vision users.

closed captioning is the process of displaying text on a video. While subtitles are intended for viewers who don't understand the language being spoken, captions are for viewers who can't hear the audio. They include any relevant information like phones ringing or someone yelling.

ASCII art is computer art created with numbers, letters, punctuation marks, and other characters to create illustrative designs.

audio description also referred to as a described video, is a form of narration used to provide information surrounding key visual elements in a media work for the benefit of blind and visually impaired consumers.

camel case is a typographical convention in which an initial capital is used for the first letter of a word forming the second element of a closed compound, e.g. PayPal, iPhone, MasterCard.

emoji a small digital image or icon used to express an idea, emotion, etc. Usually embedded in text to fill in emotional cues otherwise missing from typed conversation.

flattened copy is text on digital assets like JPEG, PNG, GIF, and occasionally PDF files that has been turned into an object upon the file being exported from its program of creation.

hashtag is a metadata tag written with the # symbol, used to index keywords or topics. This function allows people to easily follow topics they are interested in.

image description is a detailed explanation of an image that provides textual access to visual content; can be used as alt text in coding to provide access to more complete information.

open captions is a metadata tag written with the # symbol, used to index keywords or topics. This function was created on Twitter, and allows people to easily follow topics they are interested in.

subtitles translate video dialogue into other languages, so that audiences all over the world can watch videos, movies, and more content without needing to understand the language spoken.

studly case is a metadata tag written with the # symbol, used to index keywords or topics. This function was created on Twitter, and allows people to easily follow topics they are interested in.

transcript is a word-for-word, written documentation of a recording. When someone takes an audio or video recording of an important conversation or speech and converts it into usable text, that's transcription.