

Accessibility Checklist for Communications Professionals

Use this checklist before publishing emails, web content, documents, social media posts, or videos.

Content and Language

- ☐ Language is clear and easy to understand
- ☐ Sentences are short and direct
- ☐ Acronyms are explained

Layout and Design

- ☐ Design is simple and uncluttered
- ☐ Text has strong color contrast
- ☐ Information is not communicated by color alone

Headings and Formatting

- ☐ Headings are used and in the correct order
- ☐ Text is left-aligned
- ☐ Lists use real bullets or numbers

Links

- ☐ Link text describes the destination
- ☐ No 'click here' or vague links
- ☐ Links are visually distinct

Images

- ☐ All meaningful images have alt text
- ☐ Alt text is short and describes the purpose of the image
- ☐ Decorative images are marked as decorative

Emails and E-Newsletters

- ☐ Use clear text, simple layouts, and images with alt text
- ☐ Use 12 to 16 pt font and left alignment

- ☐ Ensure high color contrast and avoid text over images
- ☐ Use built-in buttons, not images of buttons

Social Media

- ☐ Hashtags use Camel Case
- ☐ Emojis are limited and placed at the end
- ☐ Images have alt text
- ☐ Videos are captioned and have audio descriptions when needed

Video and Audio

- ☐ Captions contain dialogue and all important sounds
- ☐ Video has accurate captions (including live videos)
- ☐ Auto-captions have been reviewed
- ☐ Audio description is included when needed
- ☐ Video has a transcript

Final Checks

- ☐ Accessibility checker has been run
- ☐ Content has been reviewed manually



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