Recite^{me}

Quick Guide to Inclusive Communications

Inclusive Communications

The Importance of Inclusive Communications

Inclusive communication means sharing information in a way that everybody can understand. Making small changes in the way you communicate can have a significant impact on whether everyone can understand the content/message you are sharing.

How you communicate online makes a statement about your values as an organisation. Social media posts, emails or any other communications that make someone feel excluded can negatively impact your reputation and peoples perception of your organisation. If people can't access your content – either physically or emotionally – they will be excluded from your message, whether you intend it or not.

Inclusive communications help businesses reach a wider audience, enhance brand reputation, and drive customer loyalty. Moreover, inclusive communications demonstrate a commitment to diversity and equality, reflecting positively on your values and ethics. By embracing communications businesses can harness the power of digital platforms to create an open and welcoming space for all.

Social Media Best Practices

Accessible and inclusive social media posts should not be done every once in a while, inclusion must be embedded into every single post.

Use ALT Text for Images and Videos

ALT text is the short description accompanying each image. If no ALT text is provided, a screen reader would only be able to say "image" or perhaps read the file name. Good ALT text should be specific and convey the content and purpose of each image, check out the example below.
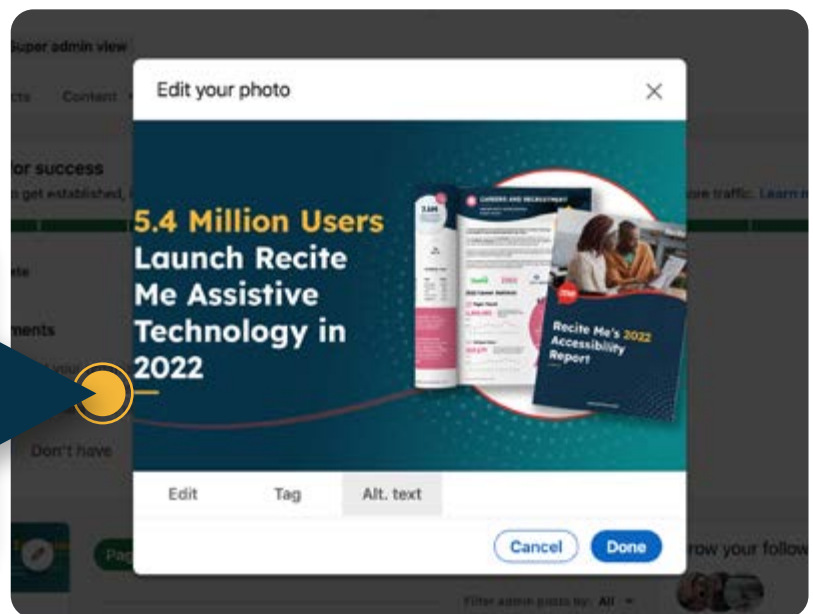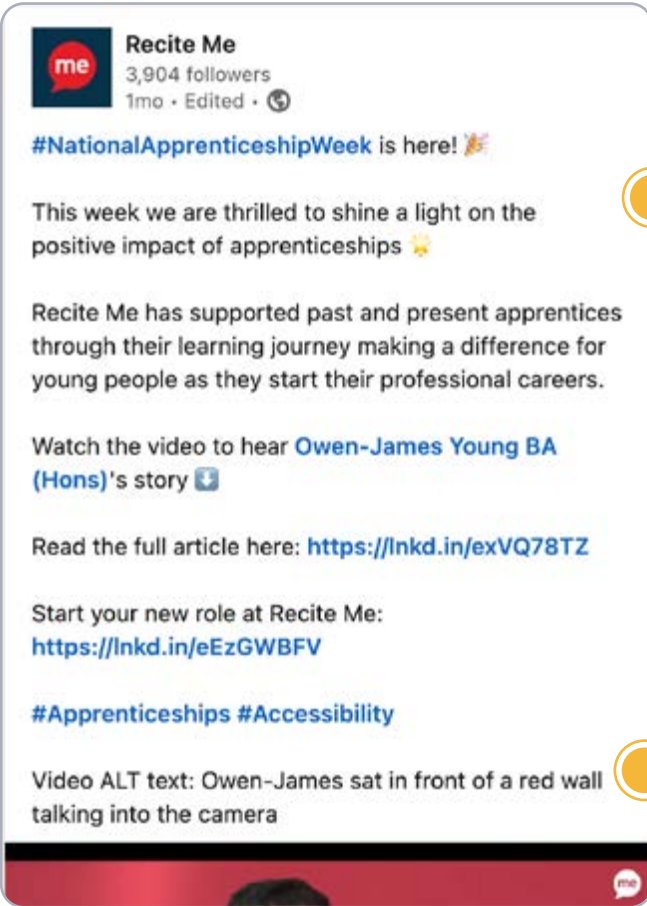

ALT Text Example:

"Football player in all blue uniform about to kick the ball placed on the pitch in a fully attended sports arena."

How To - LinkedIn Images

When you upload an image to LinkedIn you will be presented with this view, click Alt. text and add in the description of your image.

Recite Me
3,904 followers
1mo · Edited · 🌐

#NationalApprenticeshipWeek is here! 🎉

This week we are thrilled to shine a light on the positive impact of apprenticeships 💫

Recite Me has supported past and present apprentices through their learning journey making a difference for young people as they start their professional careers.

Watch the video to hear Owen-James Young BA (Hons)'s story 🔽

Read the full article here: https://lnkd.in/exVQ78TZ

Start your new role at Recite Me: https://lnkd.in/eEzGWBFV

#Apprenticeships #Accessibility

Video ALT text: Owen-James sat in front of a red wall talking into the camera
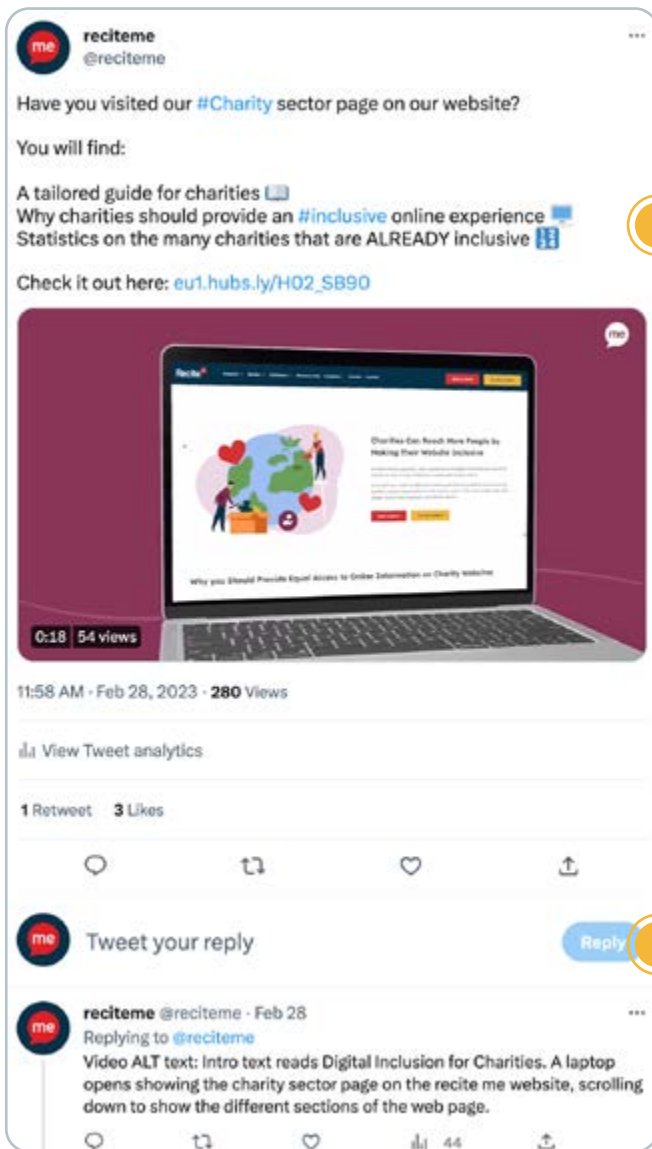
How To - LinkedIn Videos

Currently LinkedIn does not have an input option for ALT text for videos. At the moment best practice is to add the ALT text at the end of the post text.

Example

Everyone ⌄

What's happening?

5.4 Million Users Launch Recite Me Assistive Technology in 2022

Edit

Tag people   Add description

Everyone can reply

How To - Twitter Images

When you upload an image to Twitter you will be presented with this view, click Add description and add in the description of your image.

reciteme
@reciteme

Have you visited our #Charity sector page on our website?

You will find:

A tailored guide for charities 📖
Why charities should provide an #inclusive online experience 🖥️
Statistics on the many charities that are ALREADY inclusive 📊

Check it out here: eu1.hubs.ly/H02_SB90

0:18 | 54 views

11:58 AM · Feb 28, 2023 · **280** Views

View Tweet analytics

1 Retweet **3** Likes

Tweet your reply   Reply

reciteme @reciteme · Feb 28
Replying to @reciteme
Video ALT text: Intro text reads Digital Inclusion for Charities. A laptop
opens showing the charity sector page on the recite me website, scrolling
down to show the different sections of the web page.

How To - Twitter Videos

Currently Twitter does not have an input option for ALT text for videos. At the moment the best practice is to reply to your own tweet with the video ALT text.

Example

Use Camel Case Hashtags

Camel Case capitalisation is when you capitalise the first letter of words or phrases in your hashtags. Using Camel Case prevents screen readers from getting confused and helps readers distinguish between different words in your hashtags.

#AccessibilityToMe
#OneWorld
#ScreenReader

Multimedia Communications

Visual content is compelling, and it can have a significant impact on how we perceive the brand and content. The types of media you choose to use must be accessible and inclusive to ensure as many people can understand your brand and communications.

Colour Contrast

When colour pairings have insufficient contrast, text can be difficult or impossible for many users to read. According to the W3C, the ideal contrast ratio between text and background should be at least 4.5:1. Helpful tools such as WebAIM's Contrast Checker allow you to enter hex codes to determine whether the colour combination passes.

Video

Video is the most popular content online and it looks like it will stay this way for a while. Whether you're creating training videos, product demos, or social ads, videos can help you build brand awareness and keep people engaged. But if your multimedia content isn't accessible, you could be missing opportunities to connect with your audience. Follow these best practices for your video content:

- Speaker visibility: Make sure the face of the speaker is visible and has good lighting.
- No flashing content: Flashing content can be dangerous for sensitive viewers so avoid anything that flashes more than 3x per second.
- Add captions - Captions convey all the information that comes out of peoples' mouths — including dialogue, narration and sound effects.
- Add a transcript - Transcripts can be thought of as text versions of your video. A transcript should include not only what is spoken in the video, but also descriptions of actions or important information on-screen.

Imagery

Using inclusive imagery shows people they are acknowledged, understood, and respected. It's not enough to pick photos that encapsulate the idea you're going for. If your images tell the wrong story about the people behind the brand, the people they serve, or the people they want to work for them, website visitors won't feel like your company is for them.

Diverse imagery includes people of different races, gender identities, socio-economic statuses, ages, disabilities, sexual orientation, size, culture, and more.

| Gender | Sexual Orientation | Body Type | Abilities | Age |

Top Tip!

Use Descriptive Links

Screen reader users often utilise keyboard shortcuts to list all the links on a page so they can navigate more efficiently. Non-descriptive hyperlink text like 'click here' can be confusing when a screen reader reads them out of context. A descriptive link should make sense when read out alone and should clearly indicate where the link goes or what will happen.
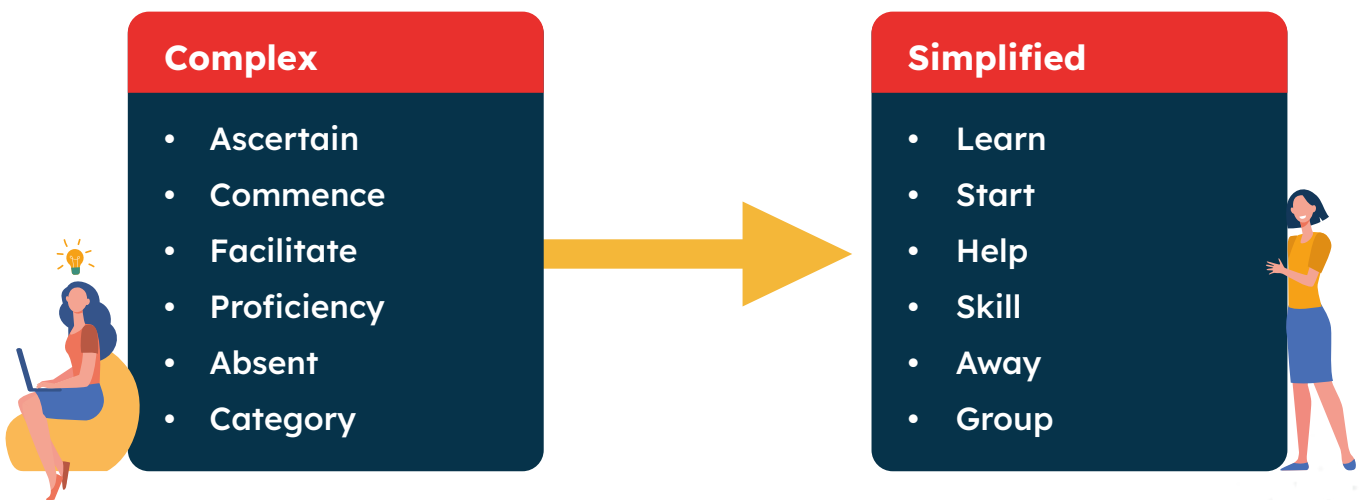
Download our 2021 Accessibility Report

Inclusive Language and Writing

It is important to be aware of the impact that our language choice can have when we are talking about accessibility and disabilities. So it's good practice to familiarise yourself with the correct terms, below we have explained some of the key points you need to be aware of.

Keep your Copywriting Simple

One of the easiest ways to create accessible copy is to write in plain, easy-to-understand language. There is no need to use jargon, flowery adjectives, or complex metaphors. The copy you use should be consistent, clear, and concise.

Complex	Simplified
• Ascertain	• Learn
• Commence	• Start
• Facilitate	• Help
• Proficiency	• Skill
• Absent	• Away
• Category	• Group

Neurodiversity and Neurodivergent

Neurodiversity refers to variations in the human brain and cognition. For example, sociability, learning, attention, and other mental functions. Individuals are often mistakenly described as 'Neurodiverse'. However, this is not the correct term.

The correct descriptor for an individual is 'Neurodivergent'. The term simply describes a person whose neurology (mind) differs from someone who is neurotypical. It is, however, valid to use the term neurodiversity when referring to a group of people. For example, 'We are a neurodiverse team'.

If in doubt, it's always best practice to ask the individual how they would like to be described to avoid any forms of stereotyping or negative connotations.

Addressing Stereotypes

People with disabilities should not be referred to as 'inspirational' or 'brave'. These words are patronising and insinuate that an individual with a disability is 'different' in a negative way.

Avoid labelling people, and don't mention a person's disability if it isn't relevant. Instead, focus on the requirements of individuals and reflect on how you can provide support. That doesn't mean that conversations about disability shouldn't take place at all, however. Talking openly and respectfully about disability-related issues, particularly in the workplace, is a positive step that increases inclusion.

People First Language

People-first language is the most widely accepted language for referring to persons with disabilities. This language type emphasizes the person, not the disability, by placing a reference to the person before the reference to the disability, for example, 'persons with disabilities'.

If in doubt, always ask an individual how they would like to be addressed. People with disabilities have different preferences when referring to their disability. Some people see their disability as an essential part of who they are so may use their disability first.

If you would like any additional information, have any questions or if you require any support with posting on social media please reach out to marketing team by emailing **paige@reciteme.com** who will be more than happy to help.

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Believing in Accessibility for All