Library and Learning Services Communications (LSComms) Accessibility Checklist (All Platforms)

This document has been created by the LSComms group as a checklist of accessibility features and checks to refer to when creating content / writing copy for social channels (blogs, Instagram and X/Twitter). The original master document is a live, working document housed within LSComms MS Teams files – this version is a snapshot of the checklist as of March 2024 to share best practice approach across the University as part of the LS Accessibility Best Practice Guidance document. If you would like to discuss any of the content in this document please contact the [Student Engagement and Communications Manager](#).

Document Key:
Copy = the body of text (if a blog) or accompanying text that you will post in addition to your visual content (on X/Twitter / Instagram)
Content = the visual content you will be posting e.g. the image, the video, the gif, the Reel or the Story
Platform: B = Blog | **X** = X/Twitter | **IG** = Instagram | **ALL** = all platforms

Type	Have you checked…	Ask yourself…	Platform
Copy	**Clear and concise copy**	Have you been clear and concise with your copy?	**ALL**
		Have you broken up longer copy into multiple Tweets / Twitter thread?	**X**
Copy	**Inclusive Language**	Have you written in [plain English](#) without use of complicated jargon or slang?	**ALL**
		Have you provided clarity of any technical terms and written acronyms in full at their first use?	
		Have you ensured not to overuse capital letters and written primarily in lower case? *Tone can be difficult to interpret and sometimes misinterpreted by screen readers.*	
		Have you made sure to be free of bias, discrimination or [exclusionary terms](#)?	
		Have you made sure to not portray or refer to negative associations towards impairments?	
		Have you made sure not to use colloquial terms or reference to specific gendered groups? *e.g. guys, lads*	

Type	Have you checked…	Ask yourself…	Platform
Copy	**Readability Score: Subheadings**	Have you used headings to separate content? **Subheading distribution**: Like long paragraphs, texts without subheadings are difficult to scan, which makes them rather daunting. So, check if you use enough subheadings to guide your readers through the text and help them find what they're looking for. Sub-headings also assist screen readers.	B
Copy	**Readability Score: Sentence Length**	Are you sentences easy to read / follow? **Sentence length:** Sentence length is one of the core aspects that can make a text hard to read. If most of your sentences are too long – over 20 words – people lose track of your point. Readers often have to jump back a few words to find out what you mean. This is very tiring and inefficient. Try to keep the number of words in a sentence in check. Shorten your sentences. Aim for easy understanding, not a complex literary masterpiece.	B
Copy	**Readability Score: Active Voice**	Are you writing in active tense? **Passive voice:** Using a lot of passive voice in your text makes it appear distant, and your message will be less clear. Your sentences become wordy and difficult because the sentence structure is harder to understand. Whenever you use the passive voice, always consider whether a better, active alternative is available. Talk to your audience direct!	B
Copy	**Hyphens**	Have you only used a hyphen if the word is confusing without it? 　　*e.g. do not use hyphens for time and date ranges, instead use "to"* 　　*Monday to Friday | 10am to 3pm*	ALL
Copy	**Spelling, Grammar and Punctuation (SPaG)**	Have you written your copy in a Word document to check for spelling and/or grammatical issues before copy/pasting to WordPress / Twitter / Instagram? Have you used full words and avoided symbols? 　　*e.g. used the full word 'and' not & ampersands*	ALL
Copy	**Emoji**	Have you limited your use of emoji's?	ALL

Type	Have you checked…	Ask yourself…	Platform
		Are your emoji's restricted (as much as possible) to the end of your copy?	
		Are they relevant?	
		Are they necessary?	
Copy	**Lists**	Have you used bullet or number points for listed information?	**B**
		Have you avoided using multiple emoji's to demark a list?	**ALL**
Copy	**#Hashtags**	Have you used them #resourcefully within your copy?	**ALL**
		Are they relevant?	
		Have you #CamelCased them? *Camel Case helps screen readers as well as visual reading legibility*	**ALL**
		If using more than three (3) #Hashtags, have you posted them as a comment (instead of at the end of your copy)?	**IG**
Copy	**Useful Links (SEO)**	Have you hyperlinked any of your key information so your reader can explore more easily?	**B**
		Do your links open in a new tab?	**B**
		Have you made sure your links are descriptive? *YES …you can find your reading material by searching* Discover More *for more…* NO …*click here to find your reading material…*	**B**
Content	**Colour Contrast**	Have you ensured your image / videos uses optimal colour contrast? *LSDesign can support with your images and advise on colours / fonts* *WebAIM Contrast Checker* *Adobe Colour Contrast Checker*	**B**
		Have you avoided using decorative fonts?	**B**

Type	Have you checked…	Ask yourself…	Platform
Content	**Alt Text**	Have you included Alt Text on your static image or GIF?	ALL
		Does the Alt Text describe your image well?	
Content	**Video Captions**	If there is any talking / audio that needs to be 'heard' to understand the context of the content, have you ensured closed captions are displayed?	ALL
Content	**Visual content with text**	Are fonts within your images / video legible and accessible?	ALL
		Have you transcribed them fully within your Alt Text (static images and GIFs only)?	
		Have you provided an image / video description (where Alt Text is not supported)?	
These checks are currently optional, but we may introduce as mandatory if platforms / users' needs change…			
Copy	**Image Descriptions**	Have you included an image description in your accompanying copy, *in addition to your Alt Text*, for those not using screen readers?	ALL
Copy	**Video Descriptions**	Have you included a video description in your accompanying copy to allow those unable to see the content understand the full context and experience?	ALL