

Digital accessibility checklist

Creating digitally accessible content helps more people engage with your content, including disabled people, older audiences and those using assistive technology. These simple steps can make a big difference.

Use this quick checklist to help ensure your digital content is accessible and inclusive.

☒ Language & structure

- ☐ Use clear, plain English, [see guidance here](#)
- ☐ Keep sentences and paragraphs short
- ☐ Explain acronyms and don't use jargon
- ☐ Use headings and bullet points to structure content

☒ Images & graphics

- ☐ Add 'alt text' to images on websites and social media, [see guidance here](#)
- ☐ Avoid placing key information only within images
- ☐ Use clear, uncluttered visuals
- ☐ Share poster information as text as well as images

☒ Colour & design

- ☐ Ensure strong colour contrast between text and background
- ☐ Avoid using colour alone to convey meaning
- ☐ Use simple backgrounds and readable fonts

☒ Social media

- ☐ Use CamelCase for hashtags (e.g. #CommunityRailWeek)
- ☐ Add 'alt text' to photos and graphics, [see guidance here](#)
- ☐ Limit emojis and place them at the end of posts
- ☐ Avoid flashing or overly busy visuals

☒ Video & online events

- ☐ Add captions or subtitles to videos
- ☐ Speak clearly and at a steady pace
- ☐ Describe key visuals during presentations

- ☐ Share event details and agendas in advance

☒ Documents & links

- ☐ Use heading styles (not just bold text)
- ☐ Use accessible templates where possible
- ☐ Make link text descriptive (avoid 'click here', use 'read our report here' instead)

☒ Final Checks

- ☐ View content on mobile and desktop
- ☐ Check readability and layout
- ☐ Ask for feedback and learn for next time

Small changes can make a big difference. Accessible content helps more people discover and take part in Community Rail Week.