



Factsheet 10: Checklist

You need to ensure that the content you create is accessible and inclusive to reach the widest possible audience. This factsheet will help you to consider the different elements involved when planning your marketing and communications. Each section is broken down into a simple checklist.

Planning: Create an inclusive communications policy

The best way to embed inclusive communications across your organisation is to develop an inclusive communications policy that clearly sets out your commitment to inclusion. Your policy can include details about what to consider when creating content.

Message

- Is your message clear?
- Do you have a clear call to action?
- Are you using plain English?
- Have you checked the reading age?
- Are you using inclusive and positive language?

Audience

- Do you know who your audience is?
- Do you have more than one audience?
- Have you thought about any barriers they might experience?

Delivery

- What channels are you planning to use?
- Are you using more than one channel?
- Have you thought about content design?



Posters

Does your promotional poster have:

- Clear message or slogan
- Image that illustrates the event or campaign
- No text over images
- Good colour contrast
- Easy to read text
- Variety of contact points - e.g. web, social, email and phone
- Alt-tags for images if it's digital



Display banners

Does your banner have the following:

- Design that works up close and from far away
- Clear message or slogan
- Image that illustrates the event or campaign
- No text over images
- Good colour contrast
- Easy to read text
- Variety of contact points - e.g. web, social, email and phone



E-newsletter

Remember the following for your e-newsletter:

- Use a minimum of font size 12
- Use an accessible font such as Arial or Helvetica
- Check the template is accessible
- Check for colour contrast and legibility
- Provide an HTML and Plain text version
- All images to have labels (alt-tags)
- All web links to have alt text
- Text to ideally be in one column block
- For multiple columns check the reading order is set for screen readers
- Check for mobile/tablet use
- Check for compatibility with different e-mail hosts
- Include a variety of contact points - e.g. web, social, email and phone



Annual report

Remember the following for your annual report:

- Use a minimum of font size 12
- Use an accessible font such as Arial or Helvetica
- Ask designers for print-ready and accessible PDF formats
- Consider the need to produce an audio, Braille, large print or easy read version
- Check for colour contrast and legibility
- Use plain English and check the reading age of the text
- All images to have labels (alt-tags for digital format) or headings (in print format)
- All tables, charts and graphs to have a short text explanation and alt text in digital format
- Include a variety of contact points - e.g. web, social, email and phone
- Use page numbers and break up long text with sub-headings





Key points

- Have a clear message
- Know your audience and their barriers to communication
- Think about delivery - what channels will you use?
- What formats do you need to ensure more people can read your information?

Resources and further information

We have produced many resources to support you to improve your communication and engagement. Our **Inclusive Communications Guide** can provide you with further advice. Available on Activity Alliance website.



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This document is available in Word format. Please contact us if you need support. Activity Alliance is the operating name for the English Federation of Disability Sport. Registered Charity no. 1075180

