

# Inclusive Communications & Promotion

Inclusive communications ensure you are promoting your activities to everyone and that everyone can access the information you want to share. Here are some tips to help you achieve a more inclusive approach to communication and promotion.



## Images

As the saying goes, ‘a picture paints a thousand words.’ Good quality relevant images highlighting your activities or event can be an extremely effective and positive communication tool.

### When using images:

- Choose imagery that positively represent the audience you are engaging with. However avoid tokenism within your imagery.
- Avoid adding shading, blurring or other effects to your image.
- Consider asking people how they would like to be represented within these images.
- Caption each photo with simple descriptions, so that people can put it into context and those using screen readers can access a description of the image. This can also be done in electronic communications using ‘Alternative text’. ‘Alt text’ describes what’s on the image and the function of the image on the page.
- Avoid placing text directly in front of an image or a patterned background. If using text within an image, place it within a text box with a high colour contrast, and make reference to it within the caption accompanying your image.



Good Example ✓



Bad Example ✗



Good Example ✓



Bad Example ✗



## Text

When it comes to the use of text, whether it be a poster, an infographic, a presentation or in an email, here are some tips to make it as accessible as possible:

- Use simple clear language that can be easily understood.
- Fonts such as Arial or Calibri are the most accessible, at a minimum of size 12 pt.
- Choose a high colour contrast between your text and the background, e.g. dark text on white background, white text on dark background.
- Avoid the use of italics, underlining words or all capital letters as this can be difficult to read.
- Avoid centered or justified text; when lines begin in different places or words are spaced differently, it can be more difficult to read.
- Choose to have one text column layout over two, and have clearly identified headings at the beginning of each section.

### Formats



When developing any document or poster, please consider having different versions of it available, should anybody request it, such as:

- Braille
- Large print
- Easy read
- Electronic

✓ Text is left aligned

✓ Text is unjustified for equal space between words

✓ Use **bold** or **scale** for emphasis

✓ Use upper and lower case, also known as 'Sentence case'

✓ Use fonts such as Arial or Calibri as they are clearer

✓ 12 pt should be minimum  
14 pt for easy read

✗ Text should not be centred

✗ Justified text is more difficult to read as spacing is odd

✗ Avoid *italics* or underlining for emphasis

✗ ALL CAPITALS ARE HARDER TO READ

✗ Avoid fonts such as Times New Roman as they are less clear

✗ Do not use type sizes that are below 12 pt

# Terminology & Language

The language and terminology we use when discussing disability can have significant importance.

Please consider the following:



<b>Use person first language</b>	Person with a disability	<b>VS</b>	Disabled person
<b>Avoid negative phrasing</b>	Wheelchair user Person with cerebral palsy	<b>VS</b>	Wheelchair bound Cerebral palsy sufferer
<b>Use appropriate terminology</b>	Intellectual disability Brain injury	<b>VS</b>	Retarded Brain damaged

# Video

Whether your video is being incorporated within a website, being used on social media or within a presentation, videos can be a great way to promote your activities or to effectively communicate your message. To maximise the reach and accessibility of your video:

- Capture footage that positively represents the message or activity you want to portray. However avoid tokenism within your imagery.
- Include subtitles so that people who are Deaf or hard of hearing can read all that is being said within the video.
- Consider the option of recording an audio description also, for those with a vision impairment.
- Caption each video with simple descriptions, so that people can put it into context and those using screen readers can access a description of the image. This can also be done in electronic communications using 'Alternative text'. 'Alt text' describes what's is within the video and the function of the video on the page.



## Alt text description

“Girl in water on paddle board”



# Online Communications

Consider accessibility when it comes to your website and social media communications.

- Use social media and your website to positively promote the activities you offer for people with disabilities. When sharing images or videos, remember to include a caption and 'Alt text' describing the image.
- Consider the accessibility of your website.
- When using social media, avoid using abbreviations and stick to full wording.
- When using @mentions or hashtags, place at the end of the tweet and use a capital letter for the beginning of each word within the hashtag, for ease of understanding, for example #ImInToo
- When creating a hyperlink, edit it so that it provides a description, so that what is contained in the link is easily understood. Avoid using 'Click here' within your hyperlink.

## Twitter Communication

### ✓ Good Twitter Use

**CaraCentre@caracentre**  
Our workshop begins at 6pm tomorrow, great to see you there #ImInToo @athleticsclub [www.athleticsclub.ie](http://www.athleticsclub.ie)

VS

### ✗ Bad Twitter Use

**CaraCentre@caracentre**  
#Wrkshop begins @6pm 2mrw, gr8 2 c u ther #training #athletics <http://facebook.com/p/jcOgjirgQ85s1/>

## Hyperlinks

### ✓ Good Link Display

[Disability Inclusion Training overview](#)

VS

[http://www.caracentre.ie/training/course\\_overview142/awareness](http://www.caracentre.ie/training/course_overview142/awareness)

Download our [Autism in Sport Passport](#)

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[Click here](#) to download Autism in Sport Passport

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