



Making a Digital Accessibility Plan



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Understanding the tools and strategies of digital accessibility is the first part of making your digital content accessible. Next, you will need to implement the tools and make your digital accessibility plan. Making sure your digital presence is accessible involves combining many tools of digital accessibility and understanding each aspect of your digital presence. When first using these digital accessibility tools, it can be overwhelming to think of everything at once. Below we have included basic accessibility checklists for different types of digital content, as well as a few tips for making digital accessibility a priority at your organization.

GETTING STARTED

- Get buy-in at work.
- Start with your next project.
- Equip your team members.
- Find trusted vendors for accommodations.
- Lean on disability expertise and organizations.
- Plan ahead for accessibility.
- Embed accessibility in your organization.

ACCESSIBILITY CHECKLISTS

WEBSITES

Checklist

- High Contrast Color Scheme
- Plain Language
- Large Text
- Descriptive Links
- Image Descriptions / Alt Text
- Logical Content Structure

Tips

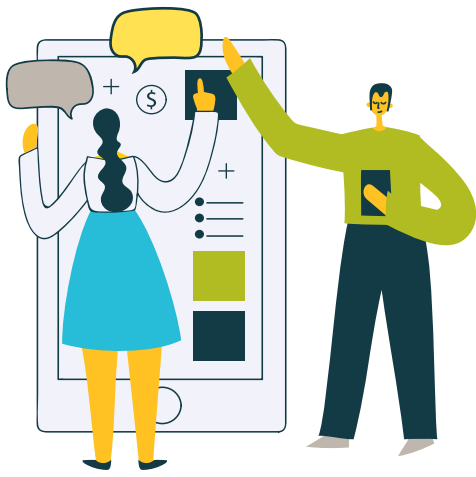
- Keep your website structure simple
- Have an accessibility page
- Avoid accessibility toolbars
- Make sure your website platforms have been user tested

Additional Resources

[10 Best Practices of Accessible Museum Websites](#)

[WAVE Web Accessibility Evaluation Tool](#)

[Access South Carolina IT](#)



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SOCIAL MEDIA

Checklist

- High Contrast Color Scheme
- Plain Language
- Image Descriptions / Alt Text
- CamelCase for Hashtags

Tips

- Use a scheduler that incorporates alt text or add it to the end of a post
- Put hashtags at the end of posts

Additional Resources

[Is Your Social Media Accessible to Everyone? These 9 Best Practices Can Help](#)
[Social Media Accessibility Guidelines](#)

VIDEOS

Checklist

- Captioning
- Transcripts
- American Sign Language (ASL)
- Audio Descriptions
- Plain Language

Tips

- Use captioning tools for social media
- Caption videos free on YouTube

Additional Resources

[8 Ways to Make Video Accessible](#)

[How to Create Accessible Videos](#)

[Accessible Communication for Video Production](#)

EVENTS

Checklist

- Captioning
- Transcript
- American Sign Language (ASL)
- Audio Descriptions
- Plain Language
- Accommodations Requests

Tips

- Plan ahead for accommodations
- Explain accessibility logistics
- Ask about accommodations needed
- Provide ways to connect to the event offline
- Be flexible and patient
- Budget for ASL and Captioning

Additional Resources

[Presenter Guidelines: Accessibility & Inclusion](#)

[How to Make Your Virtual Meetings and Events Accessible to the Disability Community](#)

DOCUMENTS

Checklist

- High Contrast Color Scheme
- Plain Language
- Large Text
- Descriptive Links
- Image Descriptions / Alt Text
- Logical Content Structure

Tips

- Use document accessibility checkers.
- Use plain language summaries.

Additional Resources

[Creating Accessible Documents](#)

[Microsoft Word: Creating Accessible Documents](#)