TOP TIPS FOR PRODUCING ACCESSIBLE CONTENT

Cricket is a game for everyone. And that means our comms must be too.
Use these tips to help create inclusive and accessible content, wherever you publish.

5 ACCESSIBLE COMMUNICATION FORMATS:

Easy Read ➡ Braille ➡ Audio ➡ Large Print ➡ British Sign Language **(BSL)** video

STRUCTURE & STYLE:

Present your information in a logical order.
Use simple language, short sentences, and ways to separate your text like subheadings, bullet points, and numbered steps. Check this plain English guide for more detail.

- **For dates**, use the Day Month Year format: Tuesday 5 December 2023
- **For times**, use a 12-hour clock with a full stop: 9.30am
- **Headings and titles** should be clear, meaningful, and create a hierarchy of content
- **Check accessibility** using the function in Microsoft Word, which shows you how to make your content easier for people with disabilities to read and edit.

IMAGES, GRAPHS & INFOGRAPHICS:

Always include **alt text** which describes the image (say what you see) in fewer than 130 characters. You can do this in your CMS, or by right-clicking on images in Word documents.

FORMS:

Create all forms as web forms, not downloadable Word or PDF documents.
This avoids unnecessary steps and makes it easier for those using screen readers.

TABLES:

Avoid tables. They are confusing for screen reader users.

LINKS:

Just like in the next sentence, embed links into your text using ordinary language and a meaningful label. This guide on how to write hyperlink text for better web accessibility [Scope] explains more. Writing out the full URL or linking with a phrase like 'click here', 'this link', or 'read more' is not helpful for screen reader users. For email links, always write out the address in full: **raisingthegame@ecb.co.uk.**

VIDEO & AUDIO CONTENT:

Put accessibility at the heart of video and audio content. Add descriptions in scripts, provide subtitles and transcripts, include sign language, and use a media player developed specifically for accessibility, such as Able Player or Open Media Player.

For more detail, check the full **ECB Accessible Communications Toolkit.**