# Guidance Note: Introduction to accessible communications

This document is intended to provide guidance on the introduction of accessible communications practice to include all stakeholders across the organization and the supporting community. The guidance is not exhaustive and is provided to prompt discussion and consideration of more accessible and flexible approaches to strengthen engagement, grow attendance and open up the Society to a more diverse audience by publicly demonstrating a commitment to EDI.

**What does accessible mean?**
- Can people do what they need to do in a similar amount of time, and with a similar amount of effort, as someone that does not have any access requirements?

- Consider whether everyone will feel included by the planned use of language, and potential methods for communication, engagement and delivery.

- Ask whether your approach will help to create a more diverse and representative space where everyone feels welcome.

**Progress not perfection:**
- It is not always possible to avoid conflicts of advice; what works well for some people will not work for others. It should be recognized that small changes can make a big difference and its important to open up a conversation with your stakeholders as to what could work best for their particular circumstances.

**Putting it into practice (tips for documents, websites and presentations):**
- Use sans serif fonts in a larger size and avoid writing in italics and all capitals;

- Don't rely on accurate spelling, for example with the navigation of a website. You could consider predictive text or the use of suggestions;

- Use clear, simple sentences and avoid large chunks of text;

- Employ logical, linear layouts;

- Avoid using idioms and figures of speech (words or phrases that are not meant to be taken literally);

- Use simple contrasting colours and be consistent with the use of colours and shapes;

- Do not rely on colour to convey meaning;

- Images and/or videos can be used where they support text, but shouldn't be relied on as the only way to access information;

- Use alternative text on all images;

- Use captions or provide transcripts for videos;

- Consider how keyboard or speech only users will navigate the information available;

- Avoid short time out windows on websites ands forms;

- Make online content accessible with as few mouse clicks as possible;

- Provide plain text alternatives for pdfs and other documents.

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