

Ensure Your Digital Promotions Are **Accessible** to All

Use this **checklist** to make sure the digital promotions, including emails, widgets, and social media graphics you create in LibraryAware are accessible.

Considerations before you get started:

- Consider what you create from the point of view of someone using a screen reader or keyboard navigation. Learn about how these devices work on the American Foundation for the Blind website at [afb.org/blindness-and-low-vision/using-technology](https://www.afb.org/blindness-and-low-vision/using-technology).
- Make sure you stay up to date with the latest web content accessibility standards. Bookmark the guidelines from the World Wide Web Consortium at <https://www.w3.org/TR/WCAG21/>.



Bookmark this page to stay on top of accessibility updates in **LibraryAware**.

Make sure you do the following:

- Use easily readable fonts with proper line spacing. In email, use web-safe fonts.
- Use large, bold headings and bullet lists for scannability.
- Make sure body text is at least 16 pt. and headings are at least 20 pt.
- Use white space to improve readability and avoid unnecessary visual clutter.
- Add short and descriptive alt text to images that convey information. Decorative images don't need alt text.
- Set up proper semantic heading structure.
- Make sure there is high color contrast between text and background, such as black text on white background or vice versa.
- Use clear, action-oriented language for call-to-action buttons.