

10 TIPS

for Inclusive Communication



Inclusive Communication ensures that everyone can access, understand, and engage with your message effectively.

It removes barriers by considering diverse needs and communication preferences. These tips will help you reach a wider audience, foster stronger connections, and create more impactful communications.

1. Make room for everyone

Want to run 'not-to-be-missed' in-person meetings? Create a space that's for everyone:

- Ensure your venue is physically accessible and offer adjustments in every invitation.
- Provide documents in advance and encourage speaking one at a time.

2. Zoom in on inclusion

Whatever your organisation's platform, keeping virtual meetings and webinars inclusive will help maintain engagement and participation:

- Share accessible documents beforehand and for longer meetings, schedule a short break at least every hour.
- Encourage a 'cameras on' culture, and the use of the 'raise hand' feature for speaking.
- Offer adjustments like live captioning and Auslan interpreters whenever possible.

3. You've got mail

Accessible emails improve readability for all recipients, and encourage quicker, more effective responses:

- Use descriptive subject lines, and structure content with headings and bullets.
- Use high colour contrast and avoid using colour alone to convey information.
- Use alt text for images and descriptive hyperlinks.

4. Lights, Camera, Access

Want to expand your audience and increase viewer retention in your video content?

- Include captions, transcripts, and consider audio described versions.
- Ensure good colour contrast and avoid rapid flashing effects.

5. Read all about it

Accessible PDFs and Word documents support readability by assistive technologies, as well as useability on web browsers, computer systems, and mobile devices:

- Use a logical structure, alt text for images, and True Headings in MS Word, and provide alt text for images and charts.
- Create tagged PDFs and include a table of contents for longer documents.

6. #SharingIsCaring

We all ❤️ a good emoji, but too many can confuse people using screen readers. Follow these simple accessibility tips to improve likes, shares, and followers:

- Use camel case for hashtags: capitalise the first letter of each word (e.g., #RemoveBarriers).
- Provide alt text and descriptions for images, and always include captions on videos.

7. Inclusive ads add up

Make your brand more appealing to the 5.5 million Australians with disability, who also have significant purchasing power:

- Capture authentic and diverse representation of people.
- Co-create content with people with disability in pre- and post-production.
- Provide captions and audio descriptions for video ads and create alternative formats like braille and large print where possible.

8. Accessible by design

Prioritise your website's accessibility and you'll improve user experience, boost engagement, reduce bounces, and enhance your SEO performance:

- Conduct regular WCAG compliance audits with a reputable digital expert.
- Use accessible fonts, ensure keyboard navigation, and provide text alternatives for non-text content.

9. Picture this...

...an image library that authentically includes the 21.4% of Australians who live with disability:

- Include images of people with disability in diverse professional roles and leadership positions.
- Showcase a range of disabilities, including those less visible, through diverse settings and situations.

10. Easy listening

Podcasts can be impactful with a small audience, but accessibility builds loyalty. Making content accessible attracts and retains listeners with disabilities, growing your dedicated following.

- Ensure clear, high-quality sound recordings, and minimise any background music that may interfere with speech.
- Introduce speakers clearly and provide transcripts as an alternative format.

Embracing inclusive practices creates a sense of belonging, promotes equitable participation, and enhances the overall quality of communication for everyone, with or without disability. Get in touch to learn more about how you can make your communications more inclusive and accessible.

