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**Accessible  
Communication**

Webinar, 10<sup>th</sup> June 2025

# Effective and Accessible Communication: Mastering Text, Images and Videos

SITE Project Training

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# Why accessibility Matters in your Content?



## 1.3B Worldwide

People have a disability (16% of the global population)



## 27% In Europe

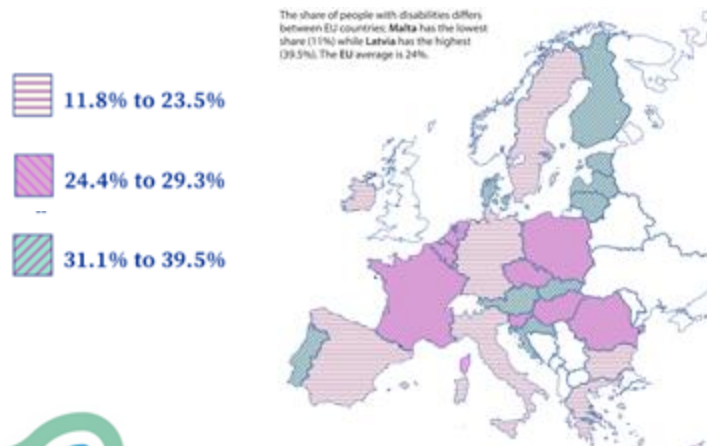
Of the adult population (over 16 years old)



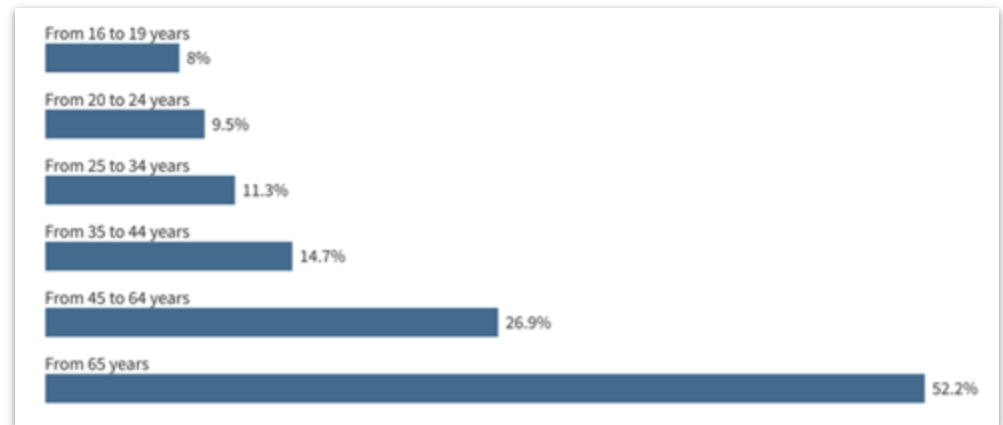
## 101M Europeans

Have a disability, mostly musculoskeletal, cognitive and sensorial.

### Percentage of people with a disability per Country (European Council, 2022)



### Share of people with disabilities by age in EU (European Council, 2022)





## Why accessibility is our responsibility?

The evolution of communication channels over time has opened up new opportunities for empowering people with disabilities, raising awareness, educating, and letting them participate like never before.

- **Screen readers** that convert text into speech
- **Real time translations/LIS, AI systems** to turn audio into text
- **Zoom magnifier software** for users with partial vision
- **Simplified keyboards**, with the possibility to move on the screen with just one button as “arrow” to go up and down
- **Dedicated apps** offering visual support through volunteers or AI
- **Accessible digital content**: descriptive alt text for images, websites compatible with assistive technologies.
- **Wide choice of channels**, to help everyone adapt according to their preferences





## Accessible Communication ensures equal participation!

Universal Design benefits everyone, not only persons with permanent disabilities. **Creating accessible content is a must** for communication managers - and especially in European projects, with the goal to reach as many people as possible.



### Accessible Text

Ensure that it can be understood and navigated by users with cognitive or visual impairments.



### Images Accessibility

Ensure that your messages are accessible to screen reader users.



### Video for all

Enabling everyone to engage with your content, regardless of hearing or visual abilities.



### Importance of Audio content

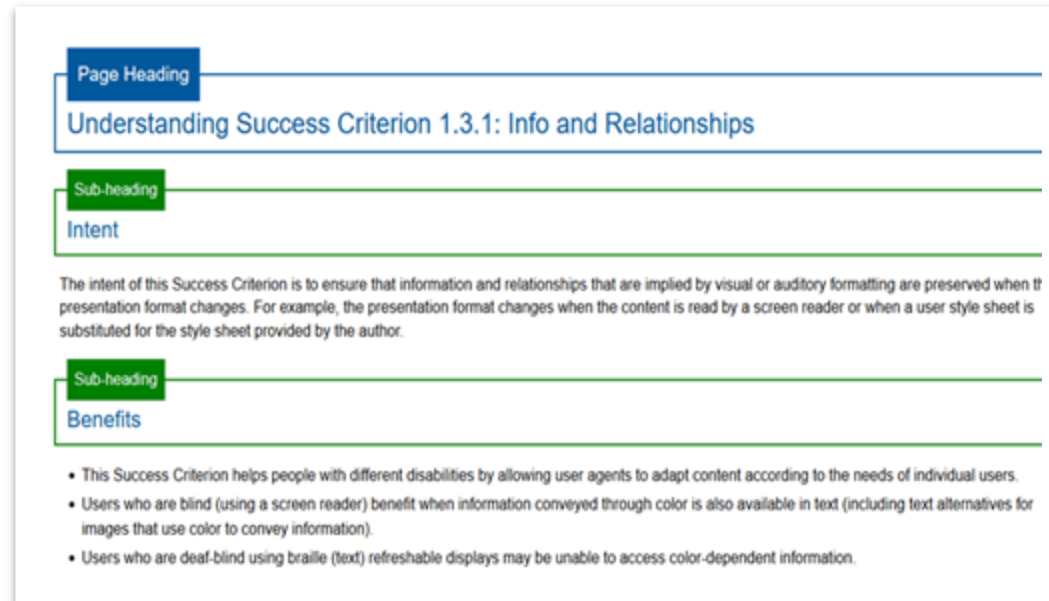
Help you to reach who have visual impairments.



# Text Content - Long-form: Articles, Websites, Newsletter

## Best Practices

- Use plain language and **short sentences**
- Structure content with clear **headings, bullet points, and summaries**
- **Avoid jargon** unless explained
- Explain clearly **objectives and results**



The screenshot shows a document structure with the following elements:

- Page Heading:** Understanding Success Criterion 1.3.1: Info and Relationships
- Sub-heading:** Intent
- Text:** The intent of this Success Criterion is to ensure that information and relationships that are implied by visual or auditory formatting are preserved when the presentation format changes. For example, the presentation format changes when the content is read by a screen reader or when a user style sheet is substituted for the style sheet provided by the author.
- Sub-heading:** Benefits
- Bullet points:**
  - This Success Criterion helps people with different disabilities by allowing user agents to adapt content according to the needs of individual users.
  - Users who are blind (using a screen reader) benefit when information conveyed through color is also available in text (including text alternatives for images that use color to convey information).
  - Users who are deaf-blind using braille (text) refreshable displays may be unable to access color-dependent information.

# Text Content - Long-form: Articles, Websites, Newsletter

- **Headlines:**
  - Use larger, shorter text for quick readability.
- **Body Text:**
  - Prefer font of **sans-serif family** (es: Opens Sans, Arial, Verdana, Calibri)
  - **Minimum size:** 12–14 pt
  - Use ample **line spacing**
  - **Line length:** max 65 characters
  - **Align left**, ragged right for better flow
- **Use HTML heading hierarchy (H1, H2, H3)** to help define the text hierarchy visually and for screen readers

◦ **READABILITY**  
Consistent stroke weight is optimal for readability

◦ **READABILITY**  
Different stroke weight can impair the legibility of a letterform, and challenge older eyes that have problems focusing

◦ **Readability**  
Upper and lower case is more readable due to the ascenders and descenders which facilitate quick recognition of letter shapes

◦ **Readability**  
It can be argued that serifs improve a letterform's legibility and/or the readability of body text when compared to sans serif. But if the stroke variation is too great (see fig. 2) or the serifs too fine, readability can be difficult, especially online with glare and resolution issues

◦ **Readability** : **Readability**  
X-height is the height of the lowercase letter, measured relative to the height of the capital letters. Larger x-heights, serif or sans serif, can improve readability since the lowercase letters are larger.

◦ *Readability* : **Readability**  
Script faces with varying stroke weight can be difficult to read  
Decorative or grunge typefaces can be fun but are often illegible

◦ **READABILITY** : **READABILITY**  
Too condensed & thin : Too extended & thick

## Text Content - Long-form: Articles, Websites, Newsletter

- Pay attention to the **text - background contrast!**
- Try to reach always more than **4,5:1 ratio** in color contrast for long texts.
- To check if you color are right, you can use [Adobe Color Contrast Analyzer](#).



	Bad Examples	Good Examples	
	Blue on black is bad		Yellow on black is good
	Green on orange is bad		Black on orange is good
	Red on green is bad		Black on green is good
	Grey on purple is bad		White on purple is good

# Text Content - Short-form: Social Media, Flyers, Info Materials

## Best Practices

- Use plain language and **meaningful emojis** to help understanding the concepts;
- Place **hashtags and mentions** at the end to help categorizing the content;
- Use **short and direct phrases** where is possible, no relatives or complex syntax;
- Use the **text contrast rules** also on social media, but where is possible maintain the graphic identity of the project.





# Image Accessibility - Website, Social Media & Info Materials

## Best Practices

- **Avoid too much text on images**, because is not readable by the screen readers;
- Avoid using images as sole information source: use also a **textual explanation**

## Accessibility Tips

- **Inclusive representation**: show diversity (age, ethnicity, abilities, different families) in visual content.
- Prefer the **“flat-style digital modern illustration”**, easier to understand

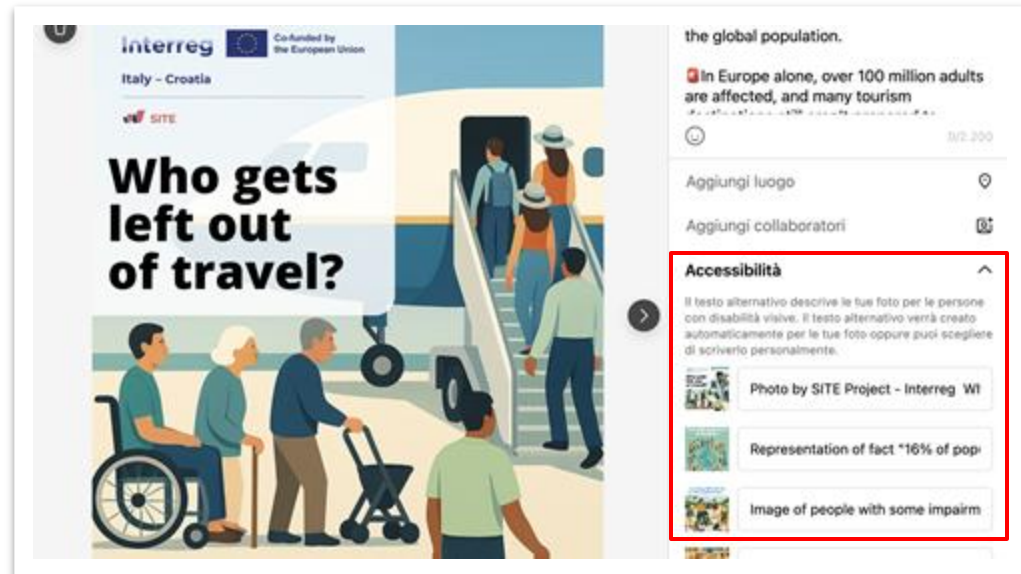




# Text Content - Short-form: Social Media, Flyers, Info Materials

## Accessibility tips

- To help devices for blind people, you can use the “Accessibility” section in the social posts to provide a “Alternative Text” for your images.



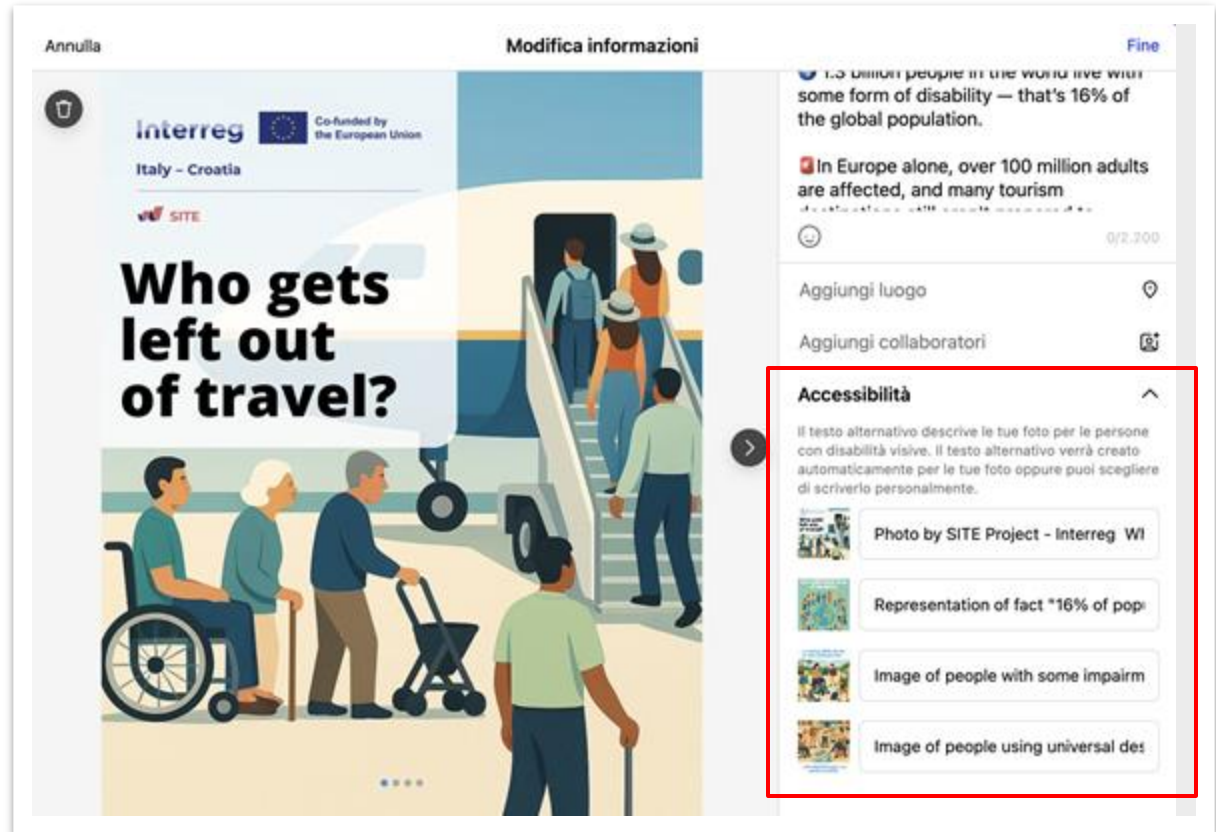


# Where to find Accessibility on each social

## Instagram

In the new post creation form, find the last menu: 'Accessibility' entry.

Editable also after the publication.





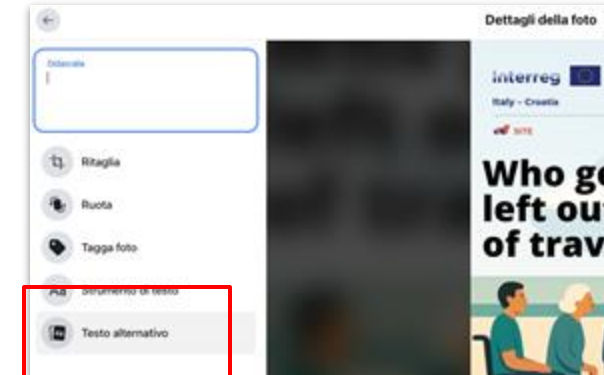
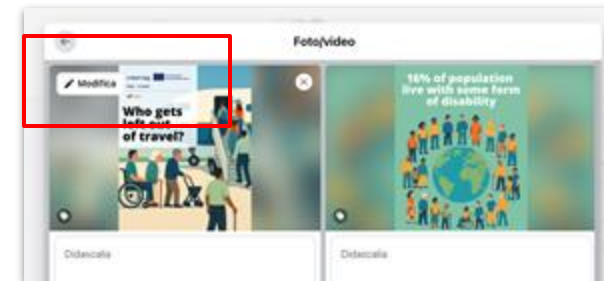
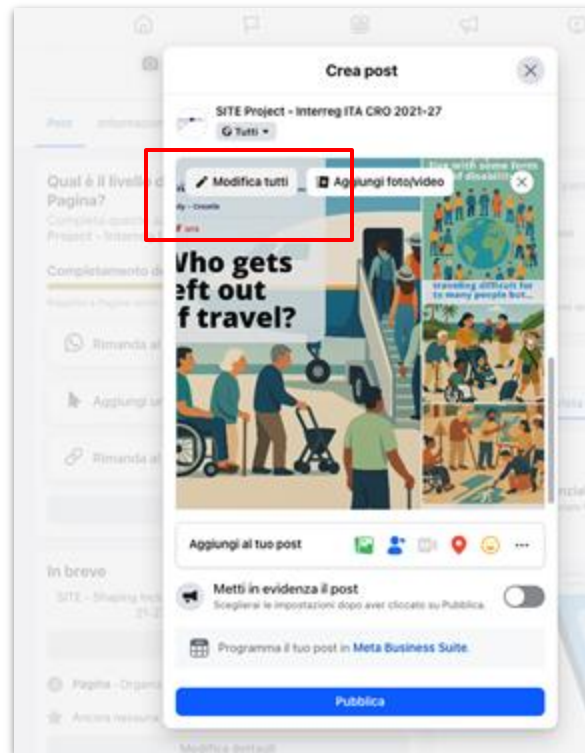
# Where to find Accessibility on each social

## Facebook

New post creation form, in the image section, button “Modify all”, and then “Modify” on each photo.

Then edit section “Alternative Text”

Editable also after the publication.





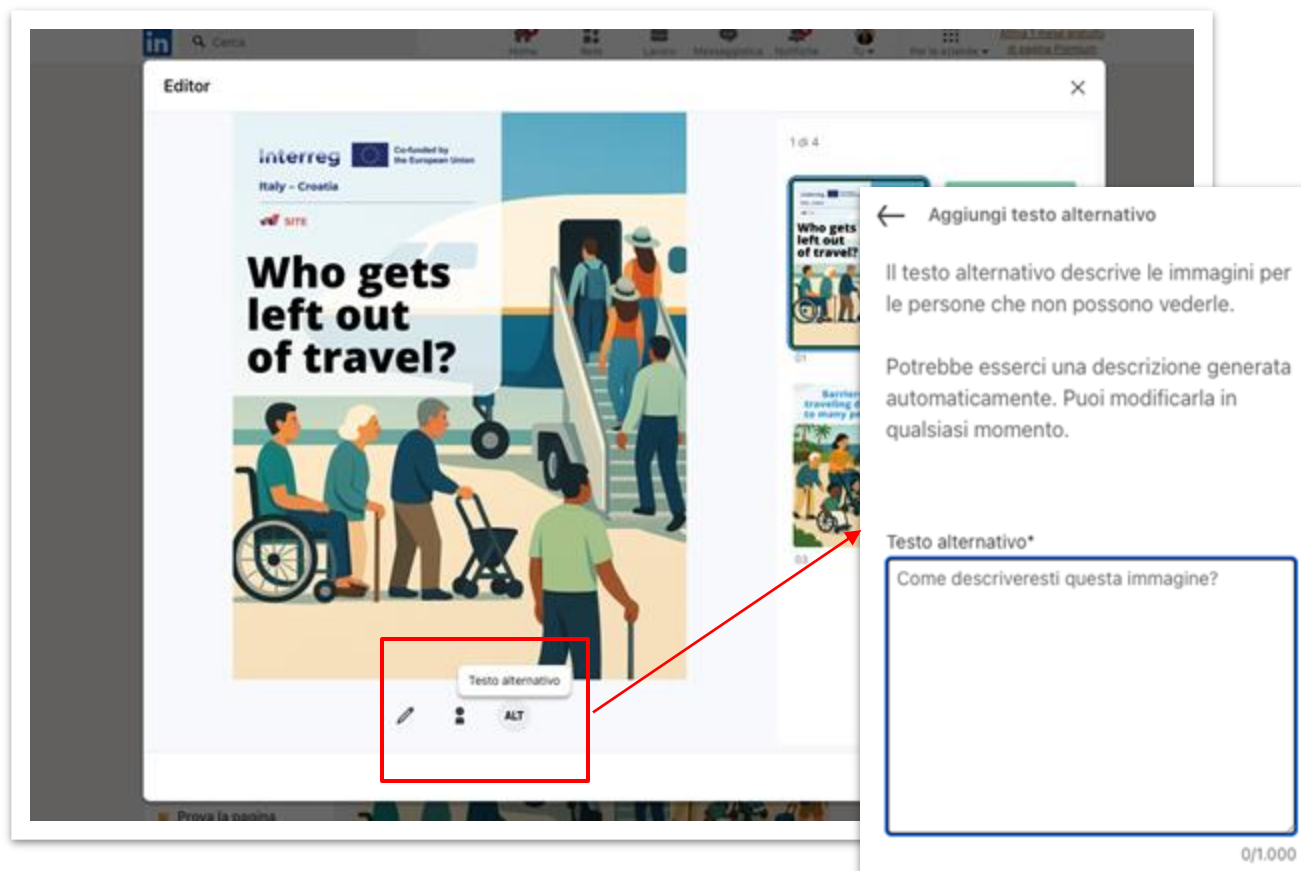
## Where to find Accessibility on each social

### LinkedIn

When you upload an image on a post you have 3 buttons under it.

Select “Alt” (alt text)

**NOT editable** after the publication.





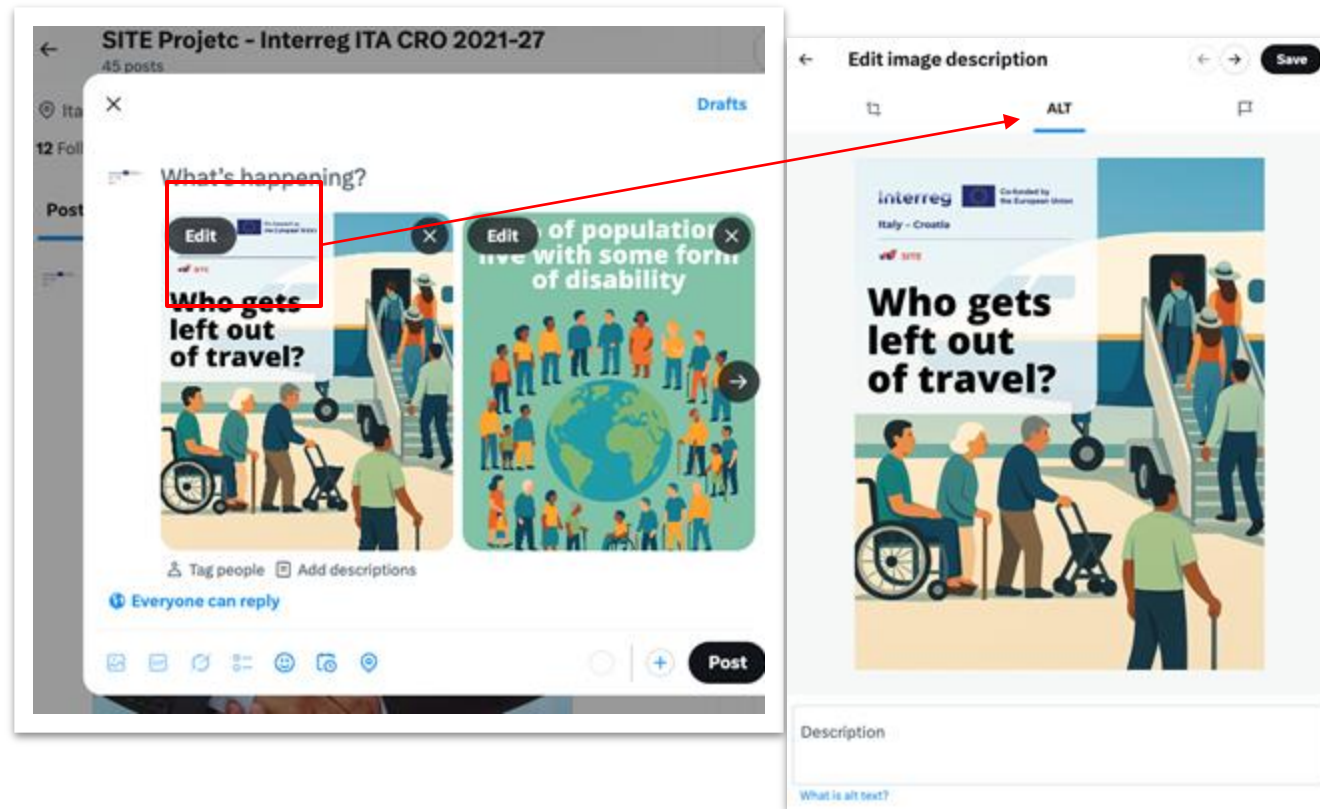
# Where to find Accessibility on each social

## X (Ex Twitter)

When you upload an image on a post press “Edit”

Select “Alt” (alt text) and fill the apposite box.

**NOT editable** after the publication.

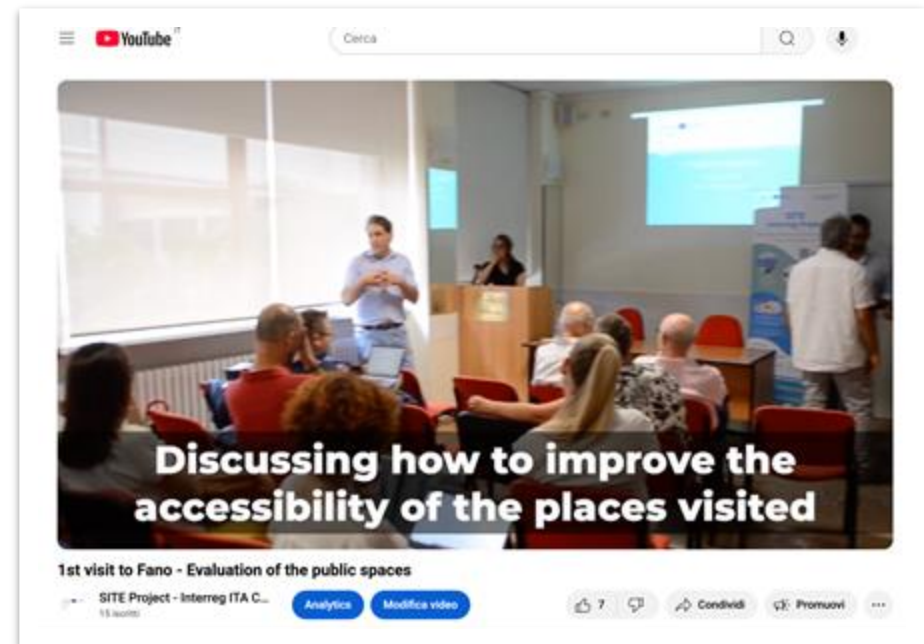




## Video Content for All

### Best Practices

- Provide **transcripts** or **summaries in the videos descriptions**;
- Offer alternative ways to understand the content (e.g.: read the article on our website)
- **Avoid flashing content/rapid transitions** to reduce disturbance to sensitive people;
- Use **clear visual narration**, not just background music or text.
- Ensure **visual contrast** in text overlays
- Add **captions: open captions** or **close captions**

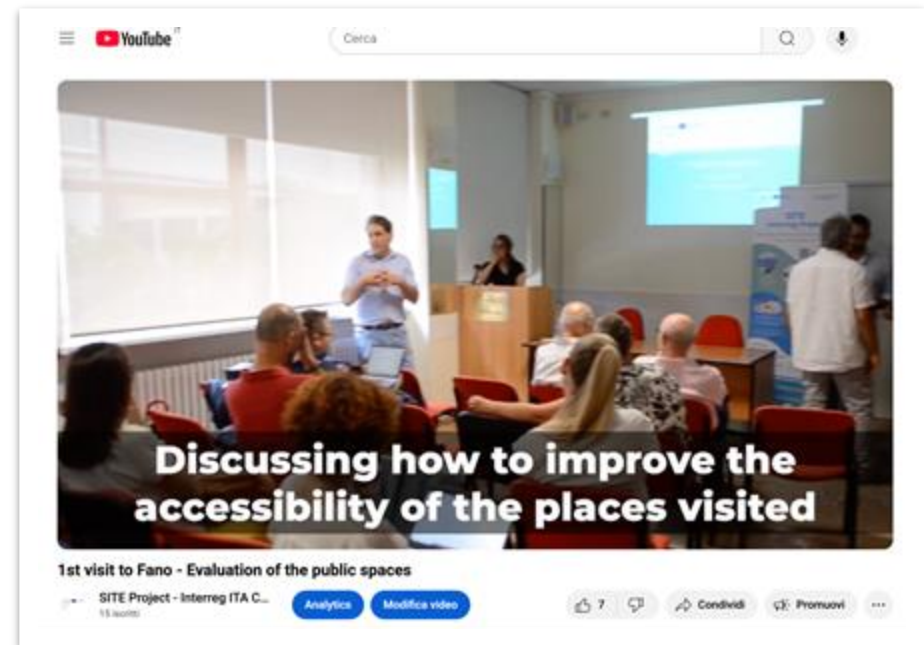




## Video Content for All

### Open Captions

- **Always Visible:** Open captions are burned into the video track, making them permanently displayed on the screen.
- **No Control:** Viewers cannot turn them off, which might be distracting or unwanted for some.
- **Accessibility Challenges:** May not be ideal for all users, especially those with cognitive differences or those who prefer to watch videos without captions.
- **Social Media:** Popular choice for social media videos as it not possible to add closed captions.

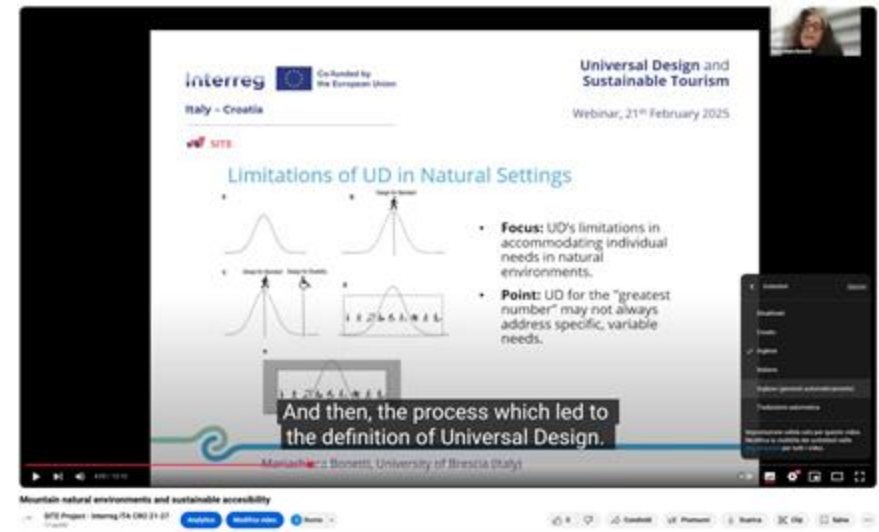




## Video Content for All

### Closed Captions

- **User-Controlled:** displayed separately from the video and can be turned on or off by the viewer using the video player controls.
- **Accessibility Advantage:** This flexibility makes closed captions a better choice for accessibility, as users can choose to display them when needed in their preferred language.
- **Separate Track:** Added as a separate file to the video, allowing for more flexibility in editing and translations.
- **Youtube, Vimeo, video embedders:** add them on systems that allow to turn on/off captions



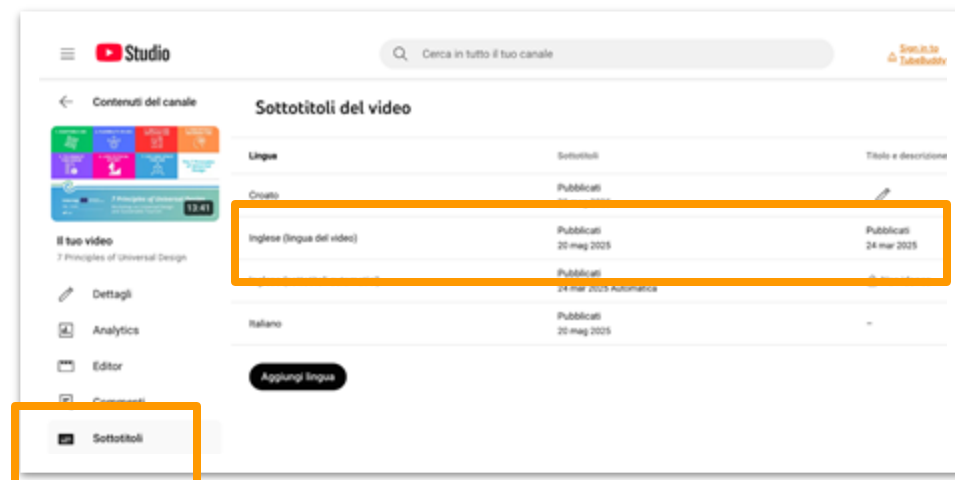
## Video Content for All

### Accessibility tips Youtube specific

- Provide **subtitles** to the platform in all languages relevant to your project.

You can use **Chat GPT** or other **LLMs** to help you, starting with subtitles automatically generated by YouTube and then translating them.

- To help creating open captions you can **use AI editing software** like [Captions.AI](#), [Opus](#) or [CapCut](#)





## Audio Content - A efficient way to include

### Best Practices & Tips

- Perfect format to include who have visual impairment;
- Should be **recorded with clarity**;
- Use **clear speech** and neutral accent;
- Use spoken cues (es. “Now we’ll move to the second part...”);
- **Add full transcripts** to include those with hearing disabilities;
- Convert audio into text newsletters and vice-versa to increased accessibility.



## Summarising: UD in Communication

- **Equitable Use:** Use clear, easy-to-understand language for people with cognitive or language difficulties, enable screen readers functions
- **Flexibility in Use:** Offer alternatives like simplified text, multiple languages, or audio versions for non-readers.
- **Simple and Intuitive:** Structure content with headings, bullet points, and short paragraphs for easier understanding.
- **Perceptible Information:** Use good contrast, readable fonts, captions and support screen readers for visually impaired users.
- **Tolerance for Error:** Include options like “undo” and give clear instructions to prevent mistakes, explaining what to do.
- **Low Physical Effort:** Allow navigation by keyboard or voice commands to reduce physical strain.
- **Appropriate Size and Space:** Ensure text, images, video adapts to different devices and screen sizes for comfortable reading.





**True accessibility starts when we learn to  
see our content through the eyes of  
others...**

**...because the most powerful content is  
the one that no one is excluded from!**

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# THANKS! QUESTIONS?

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