

Inclusive Communications



Checklist
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In order to communicate consistently and continuously in a way that actively supports diversity, equity, and inclusion, your organization needs a framework. Our Inclusive Communications Checklist is a tool to help you create content that upholds and reinforces your sincere commitment to these pillars.

This ever-evolving document is a good start for guiding your communications practices and a first step in what should be a comprehensive effort. To be truly accountable to your objectives, you should regularly revisit your diversity, equity, and inclusion goals, audit your content, and continue your personal and professional development on these topics – because ultimately, authentically inclusive communications stem from authentically inclusive minds.

Efforts of this magnitude shouldn't be weathered alone. We are here to help. Please reach out to us if you have questions or need guidance.



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Inclusive Communications Checklist

Imagery

- Do images avoid depicting cultural stereotypes?
- Do images avoid depicting age stereotypes?
- Does imagery reinforce gender stereotypes?
- Is there equal representation of all genders and ethnicities in images?
- Do images depict age diversity?
- Do pictures depict diversity in abilities?
- Do images depict diversity in body types, and do they represent realistic body types?
- Does imagery promote inclusion of religious beliefs (religious attire)?
- Does imagery display symbols that might be offensive to individuals, such as hate symbols?

Digital/Print Content & Copy

- Are you promoting inclusive values and respect for others?
- Are any websites you've linked to (social media, website, resources, etc.) aligned with the overall inclusive mindset?
- Have you avoided using all capitalizations/all caps in text (with the exception of acronyms)?
- Are you sharing multiple voices and perspectives?
- Did you use universal phrases and avoid cultural idioms?
- Have you used language that is ableist?
- Is the language gender and trans-inclusive?
- Is the language understandable for an English as Second Language (ESL) speaker?
- Are you using simple and clear language and avoiding slang?

Videos & Animations

- Is there diversity among on-camera talent/characters?
- Do your animations feature a variety of skin tones, hair textures, and genders?
- Is there diversity among the voices that narrate the video?
- Have you avoided tokenism in your content?
- Are subtitles and transcriptions available for your audiovisual resources?

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Accessibility

- Are your colors clearly distinguishable through contrast or pattern use?
- Have you included alt text for images, graphs, charts, and/or icons?
- Are you using whitespace to break up content and improve readability?
- Does every page and/or section have a unique and clear title?
- Is the font legible (in size and style) and can it be easily resized (up to 200%)?
- Are your links and calls-to-action emboldened?
- Is your deliverable compatible with screen-readers?
 - Have you excluded images with text and the use of all capitalizations/all caps in the text (except for acronyms)?
 - Have you included punctuation in lists?
- Can you operate all functionality and navigation through a keyboard?
- Have you avoided excess animation? Content should not blink or flash more than three times per second.
- Have you included audio control?
 - Can you pause, stop, or change the volume levels?
- If in the EU, does your website design align with the accessibility requirements mandated by the EU directive 2102 on digital accessibility?

REFERENCES

Color use: <https://www.w3.org/TR/WCAG21/#use-of-color>

Whitespace: <https://www.calliaweb.co.uk/whitespace-not-just-a-waste-of-space/>

ADA Compliance: <https://www.interactiveaccessibility.com/services/ada-compliance>