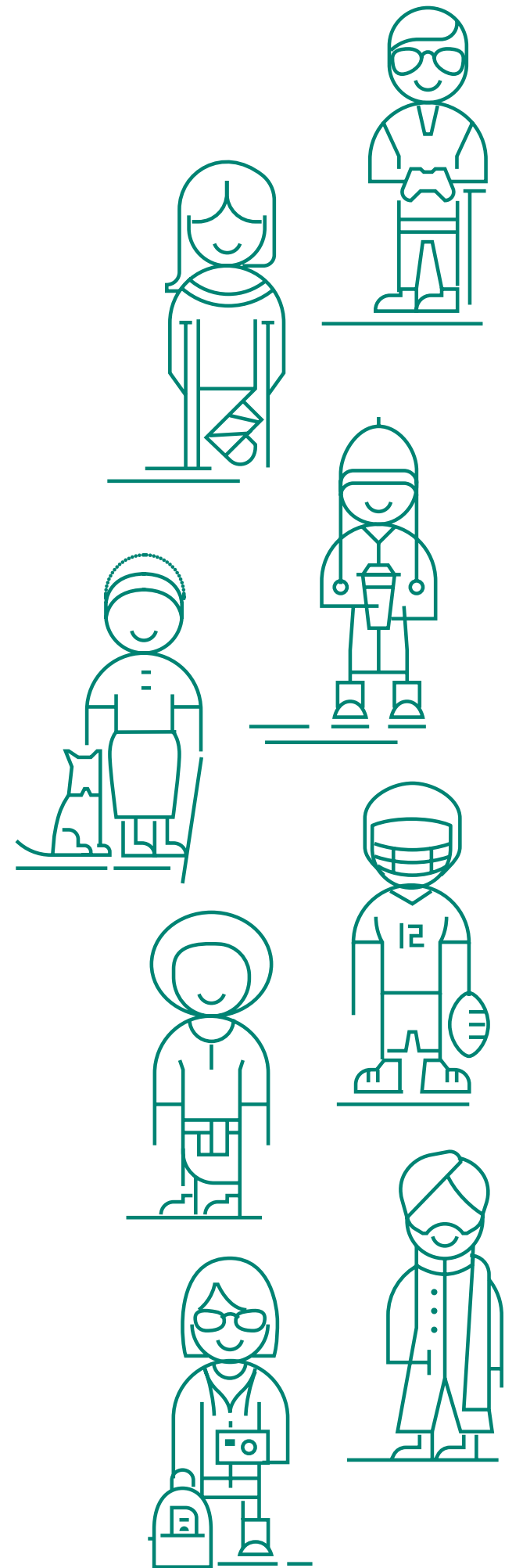Bing

Modern Marketing is Accessible Marketing

Your how-to-guide to help reach and connect with your diverse audience

Microsoft

As a marketer or business person, you've thought about all kinds of ways to increase the reach of your organization. Many businesses however, overlook the large audience of people with disabilities. Bottom line? If you aren't doing Accessible Marketing, it's time to start. Whether you're already working on Accessible Marketing, or just beginning to learn about it, this eBook will help you understand why Modern Marketing is Accessible Marketing. It also provides tips and tools to help you on the path to accessibility.

We've learned a lot about how implementing accessibility best-practices to digital marketing can help make your marketing more accessible to all people, including those living with disabilities.

Connecting with and considering people living with disabilities enables you to better solve for their challenges. A few practical steps can make your digital marketing more inclusive and accessible – immediately increasing your reach and revenue.

Contents

What is accessibility?

Accessibility is when products, services, environments, digital media and marketing are designed so everyone - including people living with permanent, temporary or situational disabilities - can fully experience them.

A wide range of disabilities affect the way that people access marketing, including physical disabilities like loss of mobility, blindness and deafness or learning difficulties like dyslexia. If you don't design for accessibility, you exclude a large segment of the global population who could be your customers.

Why accessibility matters

Did you know that over 1 billion[1] people worldwide live with a disability? Yet they're often excluded from connecting with brands and digital marketing due to access barriers. It may surprise you, but their exclusion impacts us all. Without the voices and contributions of people with varied experiences, we aren't able to reach our full potential on any given project, initiative or idea. Digital inclusion provides opportunities and access to services, products, data, information and education for all. The challenges of people living with disabilities are real and the business opportunity they represent is large. As marketers, we have the opportunity to recognize exclusions, solve for them, and make a difference in the lives of many people.

1. https://www.who.int/disabilities/en/
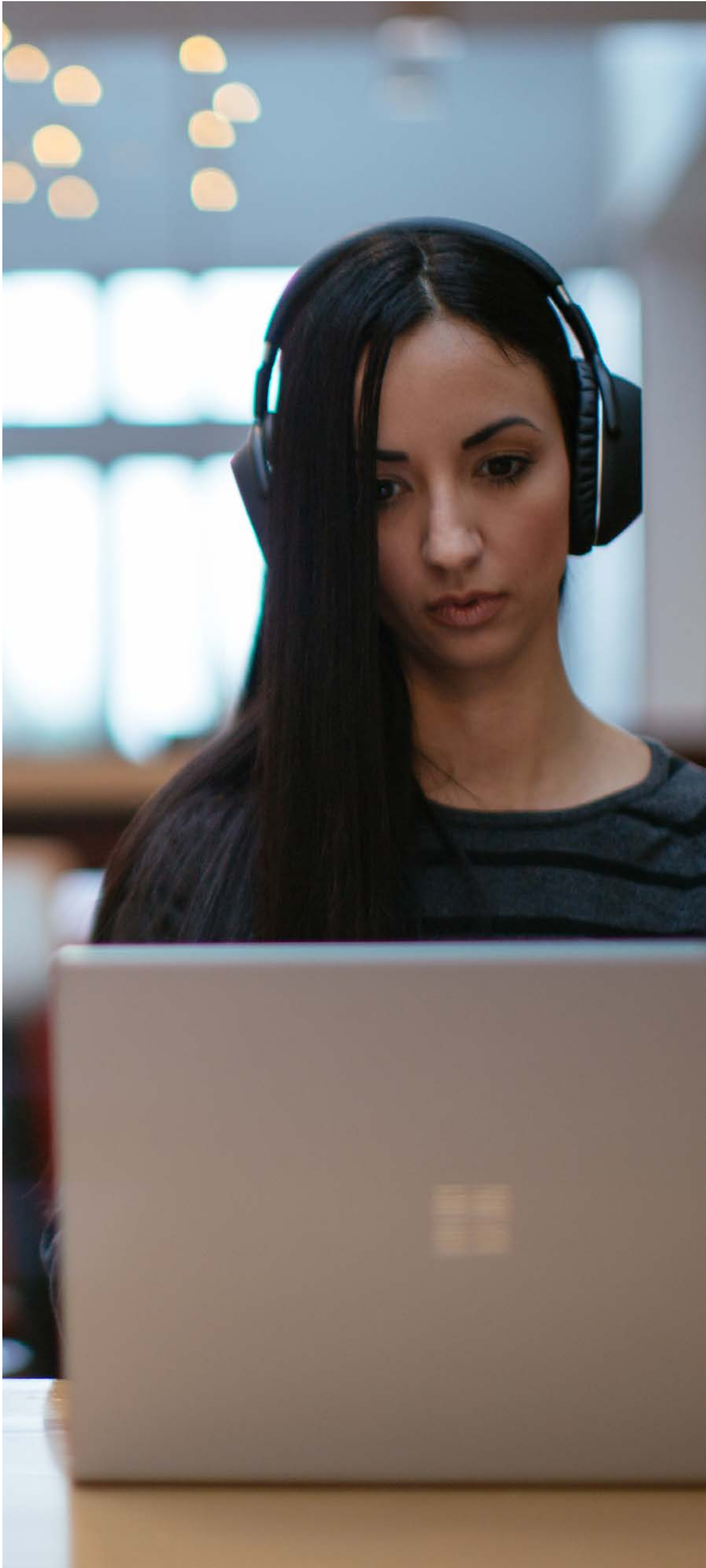
What does accessibility in marketing mean?

Accessibility in marketing is about making it easy for everyone to experience your marketing, receive and understand your communication, and have the opportunity to invest in or become a fan of your product, service or brand. To do this effectively, accessibility must be built into the beginning of every communication, process, product and service rather than bolting it on later. This might mean providing information in alternate formats, such as captions or audio descriptions for video and more accessible emails and websites. It also includes enabling optimized experiences when using assistive technologies — such as screen readers.


Accessibility is a human imperative

Empowering everyone is the right thing to do for many reasons. To begin with, accessibility is a human right. All people should have the ability to get what they want and need with equal opportunity and safety. Accessibility is essential. The right to enjoy meaningful participation in the world both off and online involves easy access. The degree to which a person can access opportunities impacts the quality of their life. Accessibility empowers the widest range of people to unlock their abilities, and live life fully. Inaccessibility negatively impacts all aspects of life including economic, social and mental wellness. Many countries around the world require web accessibility — it's the law. See the full list here: aka.ms/seefulllisthere.

Accessibility is a business imperative

The more people you reach the more you can serve, so accessibility is good business. Designing with accessibility in mind goes beyond compliance by providing more effective customer interactions, increased productivity and innovation. We are on a journey to understand the full impact that inclusion has on productivity and innovation, but one thing is clear: designing for inclusion means everyone can do and achieve more.
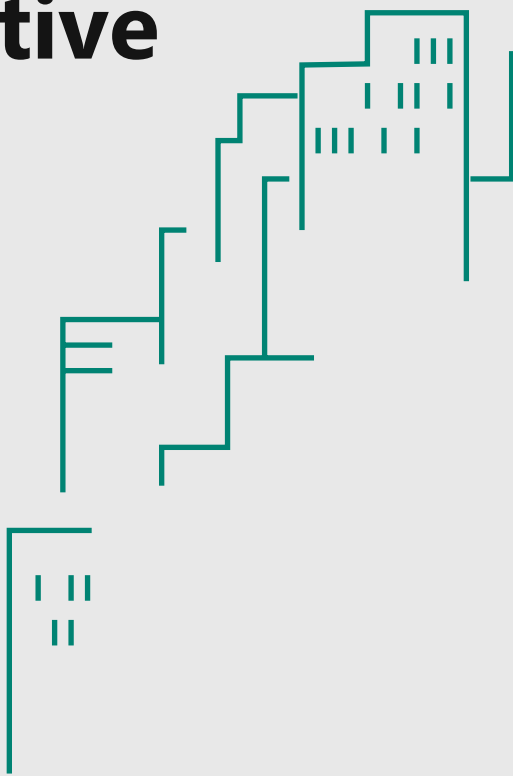
Business value of accessibility

Accessible communication increases audience reach

Reach wider audience
Attract and reach a wider pool of potential customers of all abilities by making it easy to access your marketing content

Increase business impact
The larger the audience you can serve through accessible websites and communications, the higher revenue impact is possible

Achieve compliance
Leverage built-in assistive technologies and support services to meet requirements

An example of designing for accessibility

Imagine if a town was designed with wheelchairs in mind, without stairs or escalators. If we designed environments this way, wheelchair users would be as independent as everyone else. It is society that puts barriers up for people by not making environments accessible to everyone. Marketers can make a positive impact by solving for these exclusions in our own campaigns and storytelling.

Understanding disability and impairment

For most of the 20th century, the definition of disability remained the same. But recently, the concept of what disability is has changed dramatically. It's important to understand this change in order to see how society impacts those living with disabilities and impairments.

In 1980 the World Health Organization defined disability as 'an attribute of a person'. They recently redefined it to mean 'a mismatch between the needs of an individual and a product, service, or social structure offered'. This is revolutionary. The distinction is: 'impairments' are problems that may prevent people from doing something. 'Disability' is the additional disadvantage added by a society that treats 'impairments' as abnormal, which unnecessarily excluding people from full participation in society. Why does this shift matter so much? Historically, disability was defined as the result of an individual's condition - it was their problem and responsibility. By changing the definition

to reflect the point of interaction between a person and their environment, it's now considered an accessibility problem.
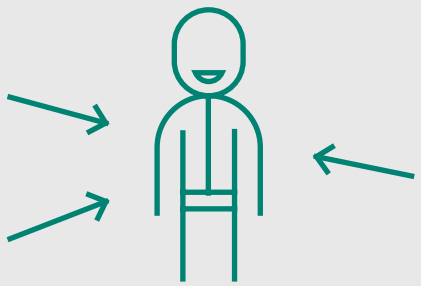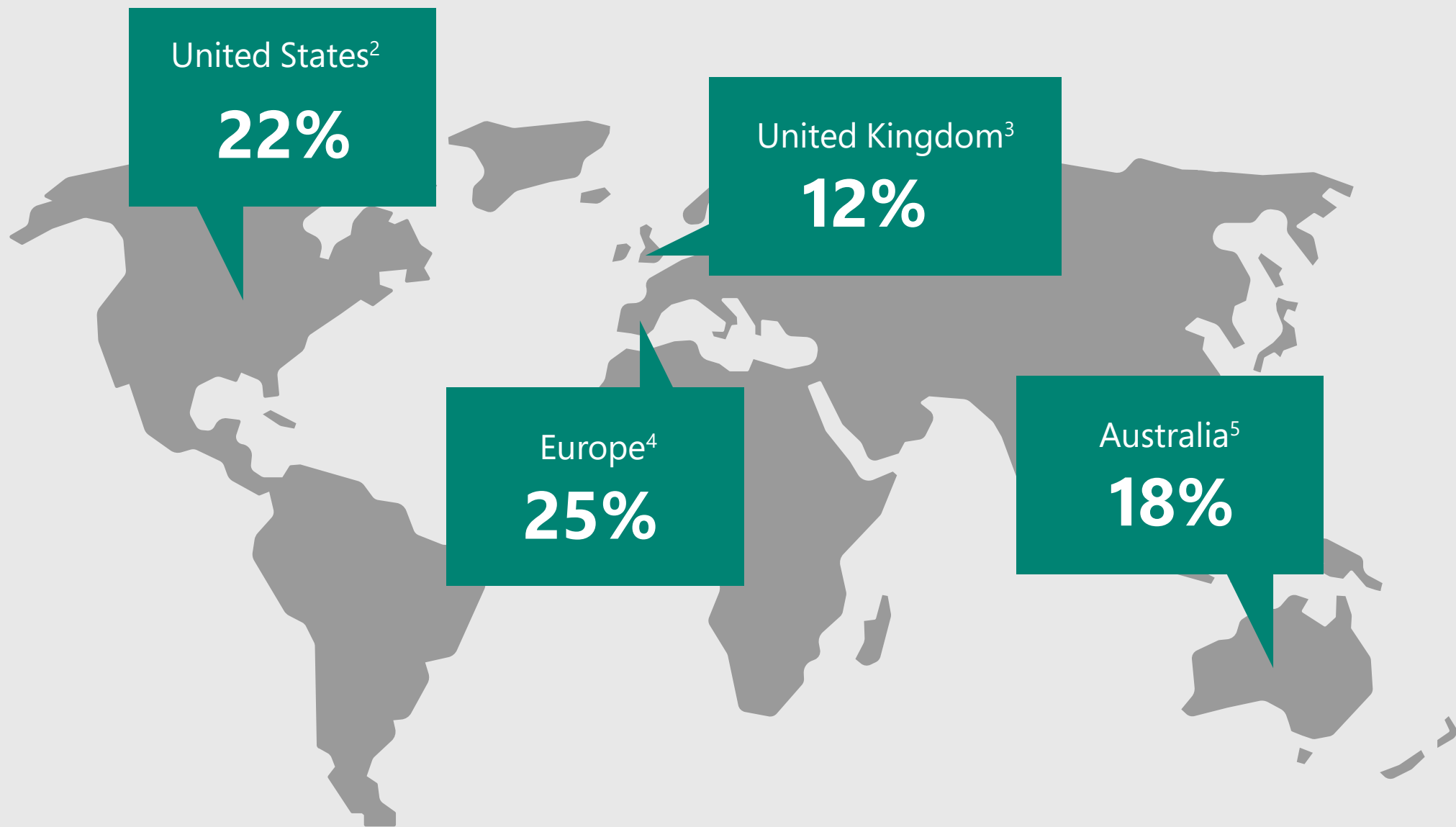
1980
Disability is a personal issue
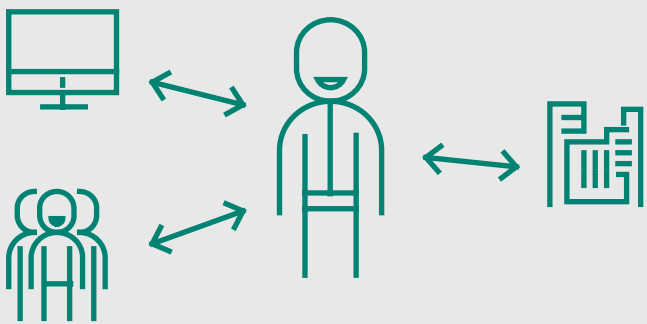
Today
Disability is a mismatch between needs and offerings

15% of all people around the world live with disability.[1]
That's **1 billion** people, including:

United States[2]
22%

United Kingdom[3]
12%

Europe[4]
25%

Australia[5]
18%

The unemployment rate for this demographic
is **2X higher**[1] for anyone else.

Think about what an incredible resource for innovation
this overlooked demographic could be.

2X

1. https://www.who.int/disabilities/world_report/2011/report/en/;
2. https://www.cdc.gov/media/images/releases/2015/p0730-us-disability.jpg;
3. https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/321594/disability-prevalence.pdf;
4. https://digitalcommons.ilr.cornell.edu/cgi/viewcontent.cgi?referer=&httpsredir=1&article=1569&context=gladnetcollect;
5. https://www.and.org.au/pages/disability-statistics.html

1. https://www.marketplace.org/2017/07/21/life/people-disabilities-unemployment-rate-still-pretty-high

Permanent	Temporary	Situational
Touch		
One arm	Arm injury	New parent
See		
Blind	Cataract	Distracted Driver
Hear		
Deaf	Ear infection	Bartender
Speak		
Non-verbal	Laryngitis	Heavy accent

Persona spectrum

While some people have permanent disabilities, almost everyone experiences temporary impairment or situational impairment at some point in their life. For example, as people age they can experience increased natural challenges either in vision, hearing, or mobility. We refer to this range of experience as a persona spectrum.

Permanent	Temporary	Situational	
2M	**+ 13M**	**+ 8M**	**=**
people living with appendage loss in the US[1]	people experience an injury to an appendage[2]	people in the US who experience a situational impairment[2]	
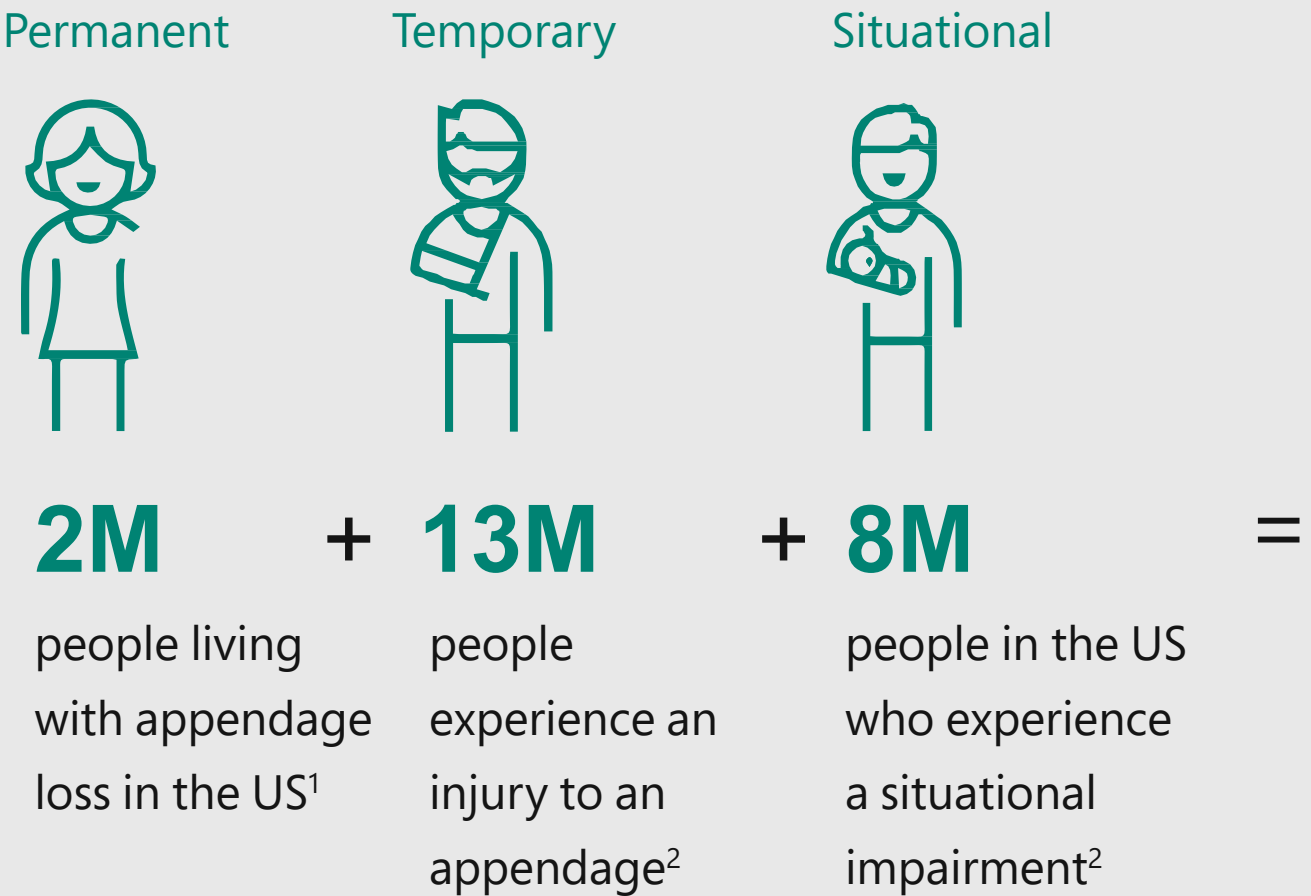
23M+ in the U.S.

could benefit from a solution designed for those with a permanent disability

Accessibility for few becomes usability for many

4 areas of disability to consider

Visual	Hearing	Motor	Cognitive

1. https://www.amputee-coalition.org/limb-loss-resource-center/resources-filtered/resources-by-topic/limb-loss-statistics/limb-loss-statistics/
2. https://aka.ms/MSInclusiveManual

Recognizing exclusion sparks innovation

Consider how many of your potential customers may live with a disability or impairment that impacts how they interact with your digital marketing. As a marketer, you have the opportunity to recognize these exclusions and create changes that make a difference. Recognizing and removing barriers to your marketing represents an incredible opportunity to expand the reach of your brand — and it's easier than you think.

Exclusion happens when we solve problems based on our own biases. To design inclusive solutions and campaigns, we must get close to our customers. Proximity drives empathy, which uncovers insights. That's where the 'Aha!' moments for invention arise from.

By exploring what someone goes through that causes them to be excluded from accomplishing or experiencing something, you uncover opportunities to create solutions. Inevitably, when you design human-centered solutions, they're more accessible, and reach many.

70% of disabilities are not visible[1]

An unconscious bias many people share, is that disability is something we can see with our eyes. For example, a person is in a wheelchair or missing a limb. But the truth is, it's not always obvious when someone lives with a disability. In fact, the majority of disabilities aren't visible. Chronic illness, cognitive or mobility issues, vision loss, and many other disabilities often have no visible indicators. In today's landscape, much of our work and collaboration increasingly happening at a distance. In addition, we often market to or communicate with people on the phone, via video, or in text, when doing search marketing. As a result, we don't always have insight into the experience or context of the person we're communicating with—including whether a disability is present, or what technology they use to support a disability.

1. http://www.bbc.com/capital/story/20170605-the-hidden-challenges-of-invisible-disabilities

What is inclusive design?

Inclusive design is an approach born out of digital environments, that learns from and enables the full range of human diversity. For marketers, inclusive design means creating marketing that's accessible to all people, including those with disabilities and impairments. To learn more about inclusive design, click here: aka.ms/InslvDesign.

At Microsoft, we focus on three human-center design principles:

Recognize exclusions	**Solve for one, extend to many**	**Learn from diversity**

Building it in, not bolting it on

Design for the edges is an approach that optimizes innovation for as many people as possible. It goes beyond the idea that things should be designed for the 'average' person. Instead, the idea is to optimize for the full range of human characteristics, traits, abilities and interests. When modern life is set up in an accessible way for people living with impairments, they won't be excluded or restricted.

Banking on accessible design

A wonderful example of accessible design in action, is TD Bank Group, headquartered in Toronto, Canada. They are committed to accessibility and believe empowering a diverse workforce drives innovation and helps create inclusive customer products. That's a definite business advantage in an industry that banks on good customer service. Their philosophy is: the more they can bring different perspectives, skill sets, and unique abilities together in one team, the better they'll be at creating products and services that help address customers' varied needs—and the faster they'll get them to the market. This helps their reputation for great customer service to all. To complement work done in the bank's Assistive Technologies Lab, they are rolling out Office 365, and Windows 10 to empower everyone with the built-in accessibility features.

To learn more about the TD Bank Group, click here:
aka.ms/TDAmeritrade.

"If you don't design for accessibility, it's like saying to every fifth person who walks in your door, 'I don't really want your business.'"

Bert Floyd
Team Lead of Assistive Technologies,
TD Bank, Canada

Designing for accessibility leads to innovation that impacts everyone

For example, Microsoft Learning Tools began as a startup concept during the 2015 Hackathon. It was designed to help dyslexic students read. Today, Immersive Reader is available in over 30 languages and is used by over 13 million active users monthly. More importantly, it has increased reading speed and

comprehension for students of all abilities, leading to test scores that were 10 percent higher than students who didn't use Immersive Reader. Read more about leveling the playing field with the Microsoft Learning Tools eBook here: aka.ms/MSebooktools.

In the past you had to adapt to the world. In the future the world will adapt to you.

When accessibility principles are part of product and service design, inclusion is built-in rather than added on. The image to the left illustrates this idea in the physical world: a ramp integrated into a building design rather than a separate ramp, or no ramp. In the digital world it means connecting people to information and others through customizable interfaces that adapt to their needs. When societies and organizations are inclusive in their approach to accessibility, they design products and services that can be seamlessly used by everyone.

10 Accessibility principles to consider in your media and marketing

The following pages cover ten principles to help you get started building accessibility into and across your media and marketing efforts. The result of our ongoing work, these principles incorporate helpful tips we gathered from participating in Microsoft's Accessibility Summit and consulting with our accessibility experts. These principles serve as solid building blocks to help you on your journey to make your marketing more accessible.

Navigate **10** Accessibility Principles

1 Content writing and structure

2 URL & link text & description

3 Text readability tips

4 Accessibility fonts

5 Images and videos

6 Color contrast and shapes

7 Keyboard only navigation

8 Form prompts

9 Call-to-action buttons

10 Event space and registration

1 Content writing and structure

Being intentional with your content structure and content writing is very important to those using only a keyboard to access content. This is usually people with vision loss, who rely on a screen reader or narrator to make web pages audible. Clear writing that's easy to read and has a logical structure is also extremely important for those with cognitive or learning disabilities, along with everyone in a hurry or on a mobile screen. Remember to use clean, semantic markup for headings, paragraphs, lists, block quotes, etc. Headings are also a critical element that helps make navigating content easier.

Headings
Use heading tags: <h1> to <h6>
Make sure headings follow correct hierarchy

EXAMPLE:

(h1) SpaceTeddy Inc.
 (h2) Navigation Menu
 (h2) Sidebar
  (h3) More news
  (h3) What our clients say
  (h3) Ratings
 (h2) An inside look at the ...
  (h3) Cotton Fur
  (h3) Sapphire Eyes
   (h4) How they are produced

2 URL, Link text and descriptions

Link descriptions are an easy and important element to focus on for accessible content. For example, the phrase "Click here" can be difficult to interpret for someone using a screen reader, even if it precedes more specific information. Put yourself in the shoes of a person with vision loss, and imagine all the 'Click here' calls-to-action you come across on any given day. They don't always explain what the person gets for 'clicking here'. To make a 'Click here' link more accessible you can write it like this: 'Click here to access today's weather.' It can also be shortened to 'Today's weather'. In some cases, you may want to precede a linked phrase with 'Get' or 'Get info about', such as 'Get info about today's weather'. As with all written content, keep it streamlined with as few extra words as possible. For example, 'Today's weather' rather than 'Get info about today's weather.'

Avoid uninformative link phrases

• click here
• here
• more
• read more

3 Text readability tips

Make text easy to read. This seems simple enough, but there are nuances that make a big difference. For example, centered text can be difficult for users with cognitive or learning disabilities. That said, you can center single line headlines above content. In addition, content that wraps to more than 2 lines should be aligned left. You should also steer clear of copy that is justified center or aligned right and avoid text in all capital letters.

Source: aka.ms/UXmovement

Centered Headline

Left aligned paragraph text does not combine well with centered text. Unsymmetrical line lengths of the paragraph can give the headline the appearance that it's slightly off-center.

Left-aligned Headline

Left aligned paragraph text does not combine well with centered text. Unsymmetrical line lengths of the paragraph can give the headline the appearance that it's slightly off-center.
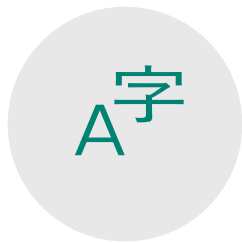
4 Accessible fonts

Sans-Serif fonts are preferred for accessibility. They are easier to read for those with vision loss, cognitive disabilities and anyone reading on a digital device.

Sans-Serif fonts don't use decorative details and are typically have consistent line widths. Sans Serif fonts include Arial, Calibri, Segoe and Franklin Gothic Book.

Serif fonts are not as easy to read due to varying thickness and decorative details as seen on the curve of the 'f' to the left. Serif fonts include Times New Roman, Georgia, and Book Antiqua.

Font tips

- Use font size of 12 points or larger
- Ensure a 4.5:1 color contrast for the background
- Avoid italics, fancy script, or decorative fonts with curly edges
- Use font color that contrasts with background

Source: aka.ms\webaimfonts

5 Images and video

Closed captions must be included for video. They help people with vision loss, those watching in noisy places, and those whose language is different that the language in the video.

Audio descriptions are needed to narrate actions on screen. An example is, "A man walks into an office building."

Additional images and video tips

- Video and audio should not auto-play
- Media requires controls to allow the user to stop/start playback
- Audio files, such as podcasts, should include downloadable transcripts
- All images must have an ALT attribute
- If the image is decorative (doesn't add to the content) the Alt attribute can be empty (i.e. Alt="")
- Images that convey meaning should have clear Alt descriptions
- Don't use the word "picture" or "image" in Alt text

Source: aka.ms/accessibletranscripts

6 Color, contrast and shapes

Be sure not to use color alone to differentiate things. For example, green, yellow, and red are often used to indicate project status. It's more effective to include words such as 'on track', 'at risk', and 'blocking' along with those colors to help colorblind users. Something else to consider is how often you try to convey meaning with color alone. That's a barrier for people who are colorblind unless they're using the Windows 10 and color filter feature to help them. Another way to further support colorblind people, is to add a shape to denote meaning. To learn more about color filters, click here: aka.ms/Win10colorfilters.

Source: aka.ms/webaimcontrastchecker

Color contrast

Use a 4.5:1 contrast ratio for normal text and 3:1 for large text. Large text is defined as 14 point or larger (typically 18.66px) and bold, or 18 point or larger (typically 24px). Make sure your text has a high enough color contrast with the background color. There are a number of good contrast checkers online. Try this contrast checker: aka.ms/webaimcontrastchecker.

Don't rely on color alone

Links should use more than just color for differentiation. Icons and alerts should be accompanied by descriptive text.

Normal Text		
WCAG AA:	**Fail**	The five boxing wizards jump quickly.
WCAG AAA:	**Fail**	

| Large Text		
WCAG AA:	**Pass**	The five boxing wizards jump quickly.
WCAG AAA:	**Fail**	

7 Keyboard only navigation

People who are unable to use a mouse or see the screen need to access all website content and functionality through their keyboard alone. To make your website accessible by keyboards it's important to allow users to: 1) use the tab key to follow along with where the keyboard focus is, 2) navigate to all interactive elements, and 3) bypass navigation if there are many links. All aspects of a site must be available for keyboard navigation. All items that get focus must have an indicator, such as a dashed outline, that shows when they are active as shown in this image below. To learn more about keyboard-only navigation read this article: aka.ms/KeyboardAccessibility.

Source: aka.ms/NielsenNormanGroupkeyboard
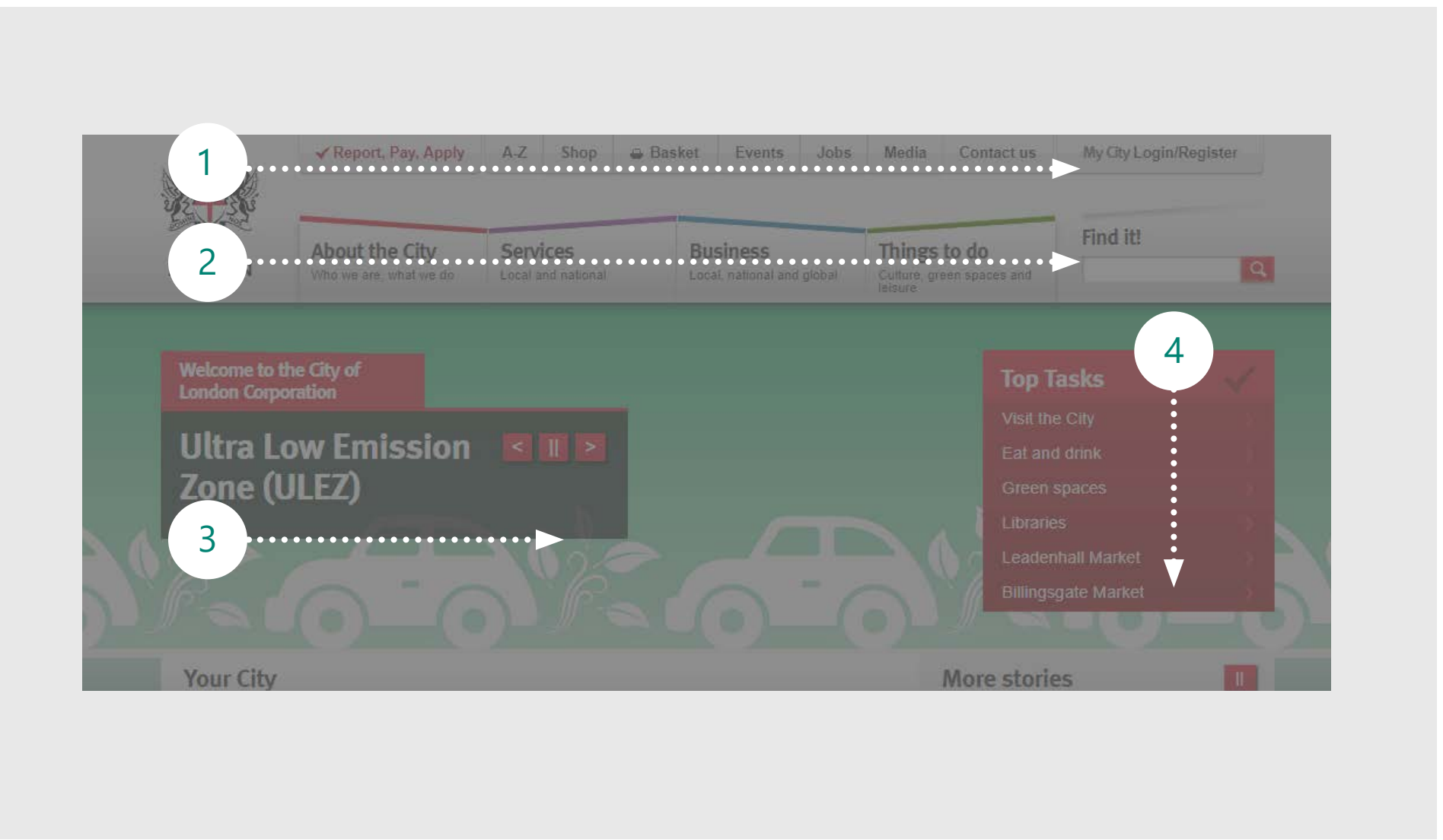
8 Form prompts

Another common accessibility oversight is when form field labels are eliminated and only feature placeholder text. This adversely affects keyboard users and those with cognitive impairments. Keyboard users and cognitively impaired people face more challenges with prompts built into forms. A few things to keep in mind to make your form prompts accessible:

• Don't replace form labels with placeholder text

• Light gray placeholder text has poor color contrast against most backgrounds

• Not all screen readers can read placeholder text aloud

Worst: In this example, placeholder text is used instead of a label.
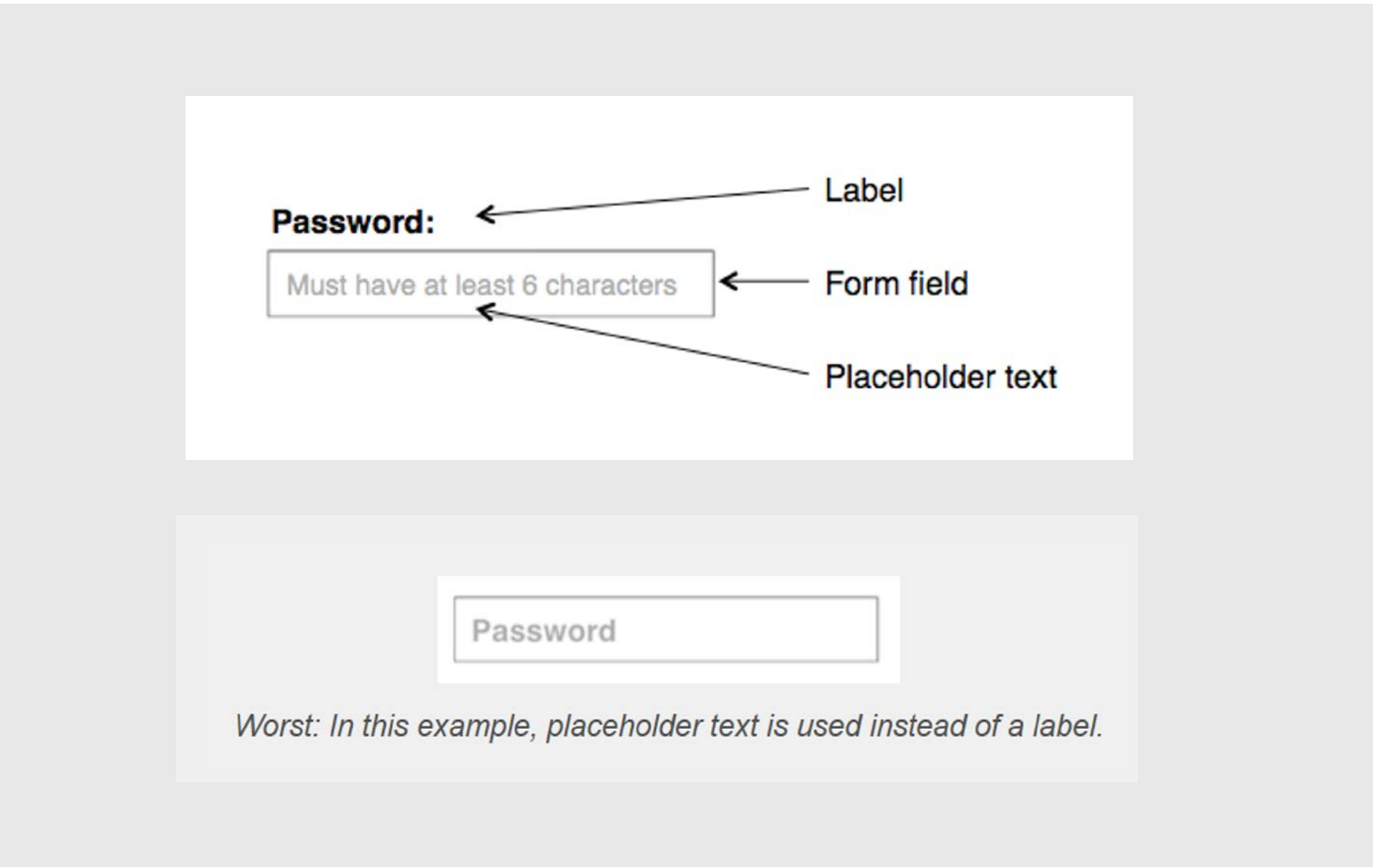
9 Call-to-action buttons

In some cases, call-to-action buttons don't include all the information required for screen readers. To make sure your call-to-action buttons are accessible, be sure to include additional information in the "aria-label" attribute.

Announcing the Engage with Bing sweepstakes

🕘 January 02, 2019   👤 Kenneth Andrew   🗁 Product news

Participate in the Engage with Bing sweepstakes for a chance to win exciting prizes, including a trip to the Global Partner Summit, an Xbox One console, gift cards and more for yourself or your agency in this brand new sweepstakes, sponsored by Bing.

Read more

```
<a aria-label="Announcing the Engage with Bing sweepstakes:Read more">Read more</a>
```

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10 Marketing event space and registration

Ensure venue accessibility
The venue should provide a number of things to make it accessible including: specific parking allocations, braille signage on amenities, automatic doors at entrances, access to elevators if venue is multi-level, wheelchair accessible bathrooms.

Language to include during the registration process
It's important to include language in your registration information— something along the lines of: "We strive to create a welcoming and accessible environment for all attendees. If you require an accommodation for a disability please contact [Name] at [Contact information] by [Date— a minimum of 2 weeks prior to the event]".

Floor plan considerations
Make sure there's enough space in the aisles for wheelchair access and service dogs. If you have an elevated stage for presenters, include a ramp with railings. To avoid segregating those with disabilities to the sides and back of the room, leave open spaces at tables or in rows throughout the room for wheelchairs.

Auditory and vision considerations
Create auditory queues at registration. Avoid low lighting for your event, as it makes it hard to see ASL interpreters. If your event has low lighting, make sure the interpreter is well lit. Provide real-time captioning of all event speakers.

Source: CELA Accessibility Events Word Doc titled, "Accessible Events Guide"

Accessible Marketing in search

Over the following few pages you'll find simple ways to optimize each of these 4 campaign categories:

PDFs and PowerPoint presentation

Shopping campaign

Organic search

Video

PDFs and PowerPoint marketing material

There are numerous ways you can optimize PDFs and PowerPoint files in order to make them more accessible. Here are some other simple adjustments you can make:

- ☑ Search for friendly file-names for PowerPoint and PDF documents
- ☑ Write-protect documents so it's difficult for others to edit or add links to them
- ☑ Optimize keyword titles
- ☑ Add alt-tags for images and charts within the document
- ☑ Complete the description field — this is the meta description within SERPs (Search Engine Result Pages)
- ☑ Add company name in Author Field
- ☑ Complete additional metadata fields in Adobe Acrobat
- ☑ Link to the document wherever it's published and include backlinks with your target keywords
- ☑ For more information on PDF accessibility click here: aka.ms/PDFAccessibility

🛒 Take advantage of Shopping Campaign features

Optimizing the feed content within your shopping campaigns and shopping feeds provides valuable context for search engines to index against. It also makes your feed content more accessible to people with disabilities. Here are ways you can optimize your shopping feeds:

☑ Perform shopping feed optimization at the product level

☑ Include a title along with product details

☑ Use relevant descriptions with the most important data at the beginning

☑ Include size, color, and pattern \for products when applicable

For more information about how to create and organize feed files, click here:
aka.ms/CreateFeedFiles.

🔍 Organic search

There are several things you can do to make your organic search marketing more accessible, including:

☑ Use Alt-Text fields to describe images and videos

☑ Optimize and create friendly URLs and image names

☑ To add additional context for Search Engines, include schema mark-up data on page and for images and videos. This also improves the knowledge pane, which can be read out loud as the featured snippet

▶ Video

Optimizing video content makes videos more engaging for viewers and more readable by search engines. Here are some simple ways to improve search engine accessibility while making your content more accessible to visually impaired people:

☑ Create and provide an accurate video transcript on page when possible

☑ Use open captions and closed captions to improve engagement

☑ Ensure text file for closed-caption is attached to the video player, which is readable by search engines

Creating accessible content

Office 365 is a clear example of built-in accessibility, designed to meet the needs of people around the world with different abilities. The Office 365 accessibility features offer simple solutions that enable marketers to build basic accessibility in from the beginning of your workstreams rather than trying to bolt it on later. These accessible products empower people and organization, increase productivity and unlock creativity for everyone. To get a good overview of the Microsoft 365 accessibility features, take a look at this video: aka.ms/O365Accessibilitytraining.

Get started easily with Microsoft 365 accessibility features

To the right are some highlights of the accessible features in Microsoft 365. To explore over 100 available features, click here: aka.ms/MSaccessibilityfeatures.

To learn how to use these features, click here: aka.ms/HowtouseFeatures.

Microsoft 365 Accessibility feature sampling

Vision	Hearing	Mobility
Narrator/Braille Beta	Visual Notifications	Sticky, filter, toggle keys
High Contrast	Closed Captions	On Screen Keyboard
Color Filters	Mono Audio	PowerPoint Designer
Seeing AI	Translator	Eye Control
Magnifier	Stream	Dictation
Learn more about vision accessibility tools aka.ms/visionaccessibilitytools	Learn more about hearing accessibility tools aka.ms/hearingaccessibilitytools	Learn more about mobility accessibility tools aka.ms/mobilityaccessibilitytools

Neurodiversity	Learning	Mental Health
Turn Off Notifications	Immersive Reader	Simplify and personalize Windows
Learning Tools, Read Aloud, and Reading Mode	Text Suggestions	OneNote Outlook Tasks
Researcher	Reading View	Automatic Rules
Quiet Hours	Focus Assist	Reading View
Inking	Editor	Focus Assist
Editor		
Learn more about neurodiversity accessibility tools aka.ms/neurodiversityaccessibilitytools	Learn more about learning accessibility tools aka.ms/learningaccessibilitytools	Learn more about mental health accessibility tools aka.ms/mentalhealthaccessibilitytools

Additional support information for all features can be found here: aka.ms/microsoftaccessibilityfeatures.
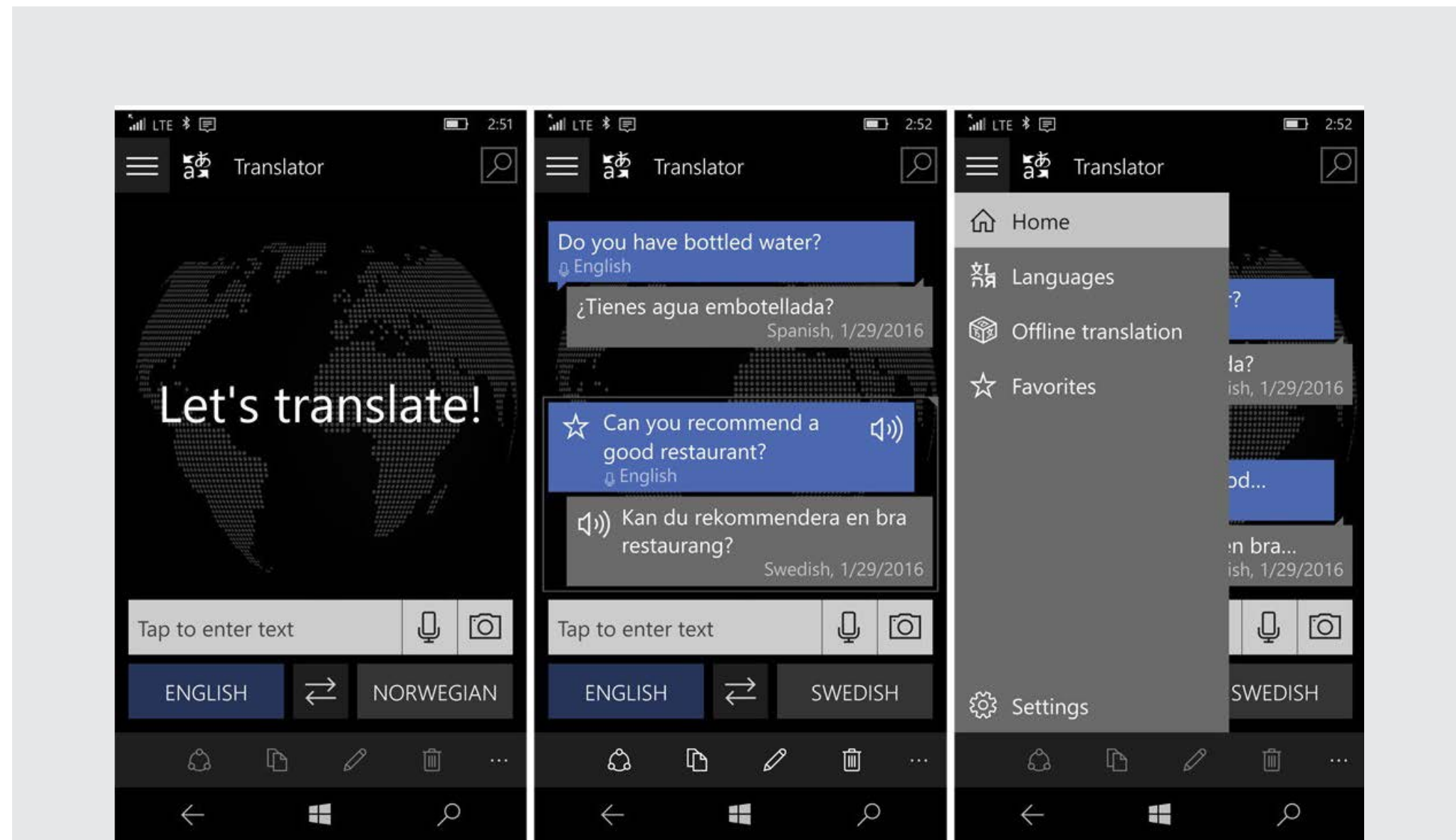
Microsoft translator

Microsoft Translator services can help you create inclusive presentations using PowerPoint. You can translate text, pictures and more into 60+ languages and can add subtitles that appear as you speak. This is a great feature not only for the hearing-impaired community, but also foreign language speakers.

Windows 10 eye gaze control

Windows 10 PCs can now be controlled with your eyes. Eye control enables people with mobility impairment such as ALS & quadriplegia to use eye tracking technology to control their mouse pointer, navigate online, type with an on-screen keyboard and communicate with people using text-to-speech. All you need is a Tobii USB camera—around $160 USD.
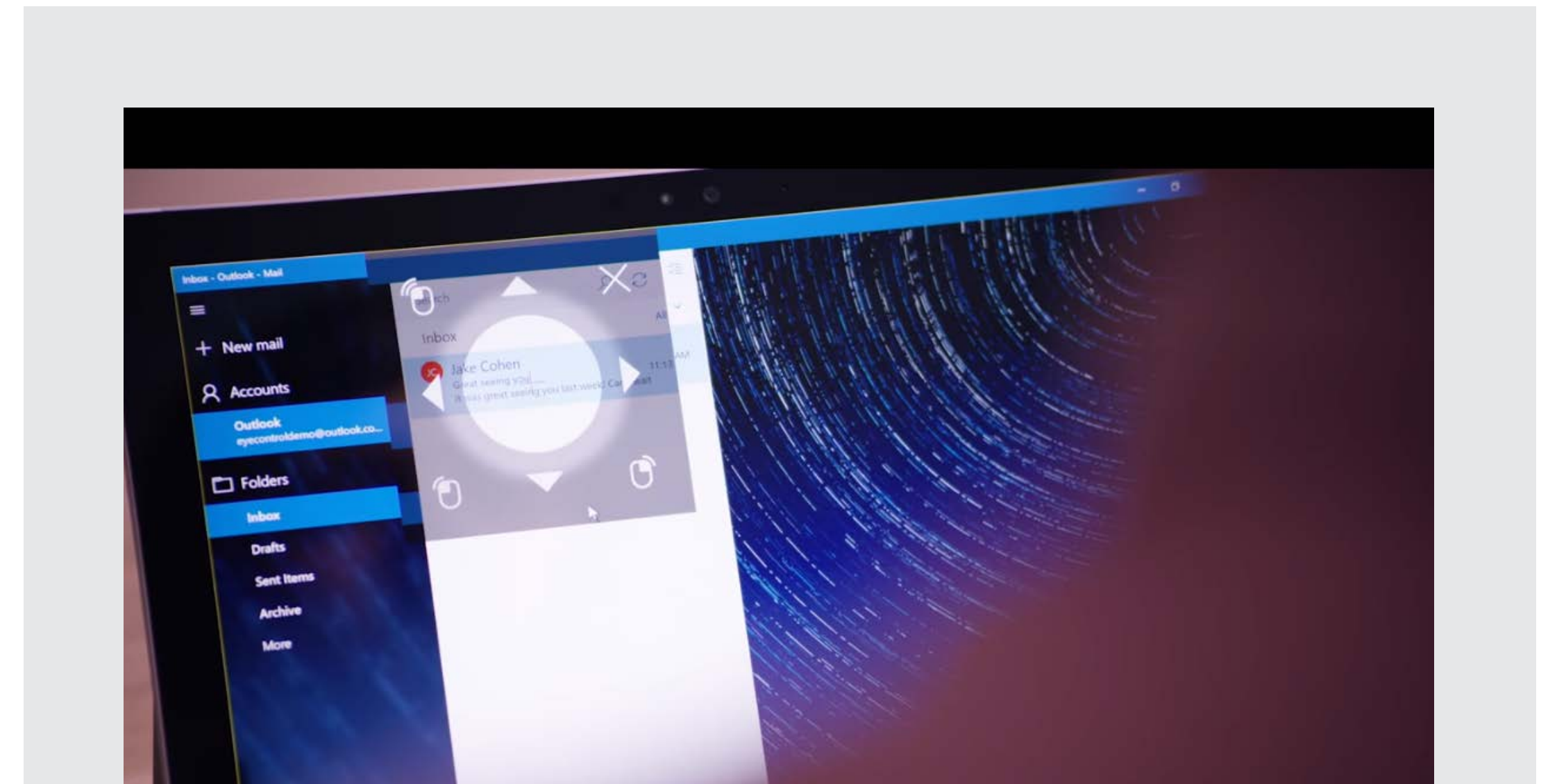
Accessibility Checker

This is the #1 accessibility tool
for all content and is easy to use.

The Accessibility Checker allows users to check the accessibility of their material throughout Microsoft 365, in order to create more accessible content. This feature is easily discoverable in Word, Excel, PowerPoint, OneNote, Outlook, and more. We enhanced the Accessibility Checker to streamline the process of creating quality content that's accessible to people with disabilities. It also utilizes AI to make intelligent suggestions for improvements. For more information visit: aka.ms/Inclusionworkplace.

How it works

Before sharing content, you can run the Accessibility Checker to find and fix any issues that might make your content difficult for people with disabilities to use. Select 'Check Accessibility' under the 'Review' tab to get started. The checker analyzes your document, reveals accessibility issues and provides specific recommendations within your document about how to fix accessibility errors and create a more accessible piece of content. To learn how to find and use the Accessibility Checker, click here: aka.ms/Accessibility-checker.

Accessibility Checker 2018 updates

- Color contrast detection
- Removed detection of headings
- More efficient fixes
- Add objects as decorative

- Simplified Alt text
- Reading order in PowerPoint
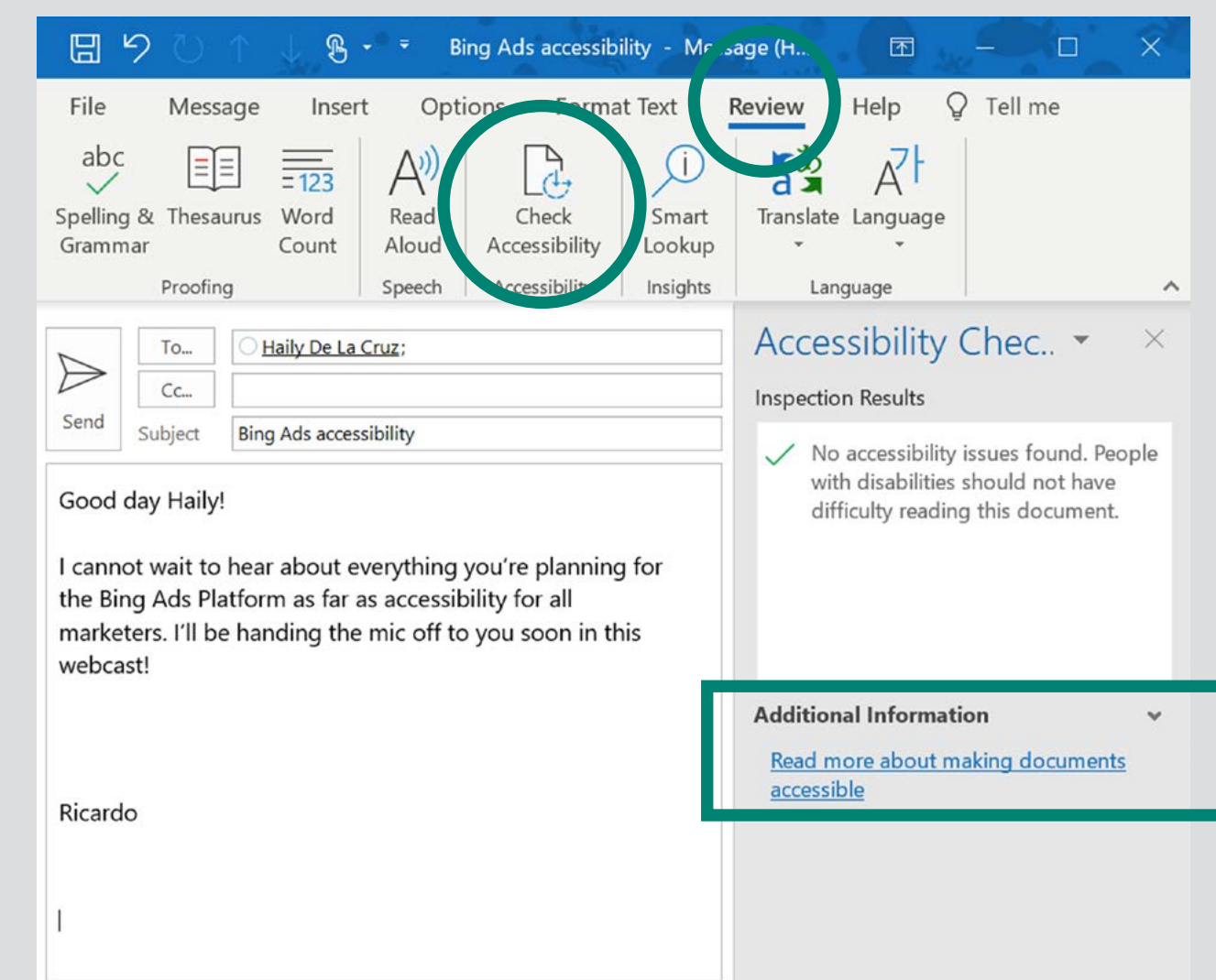- Additional templates
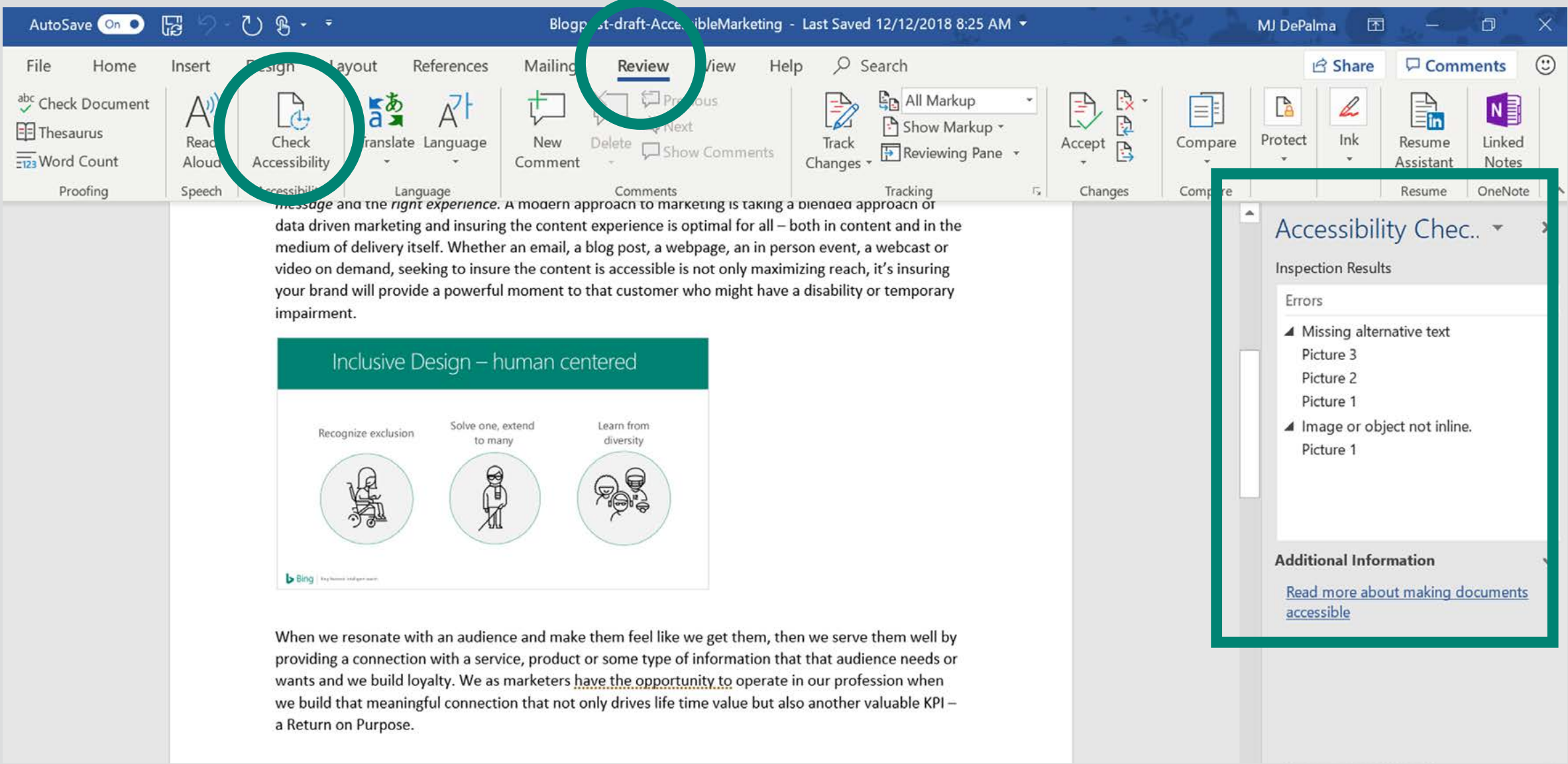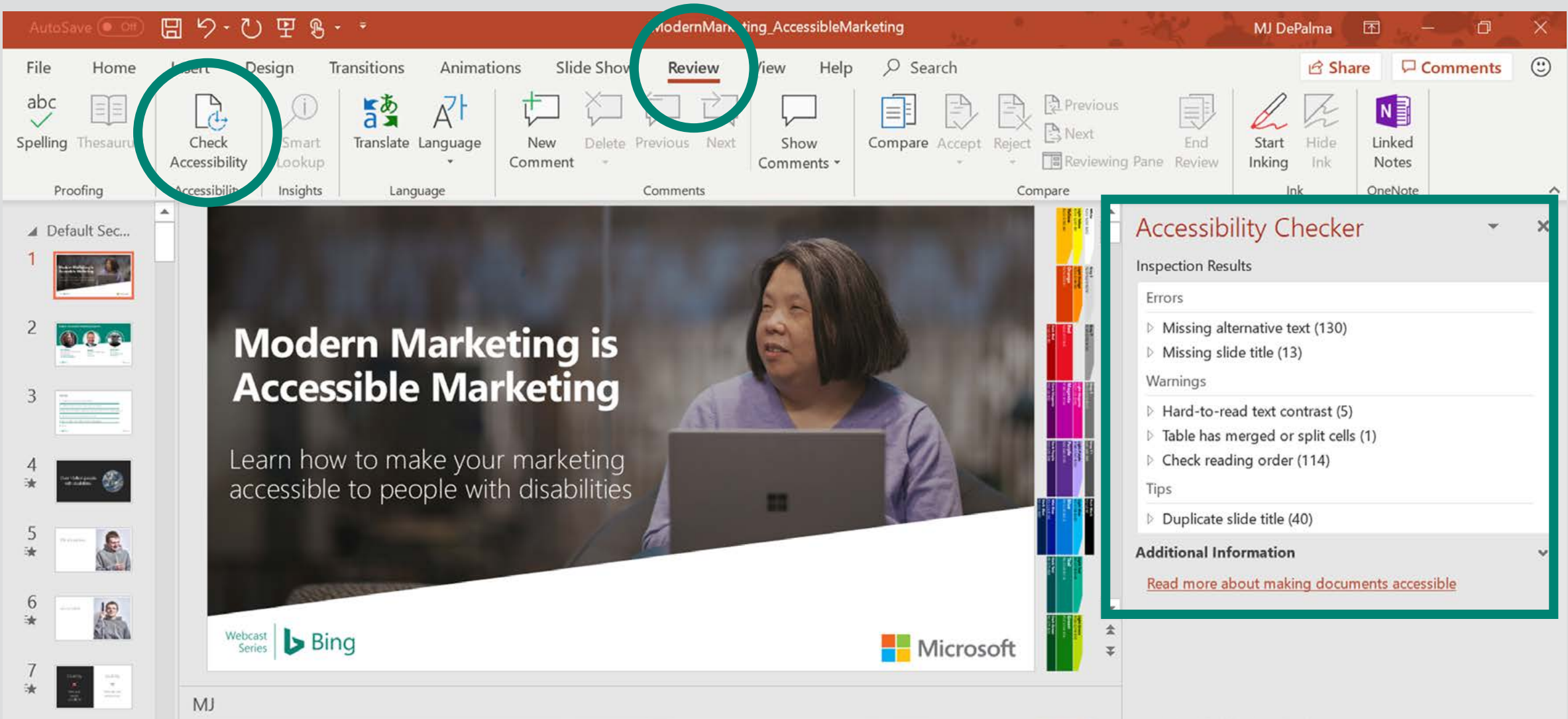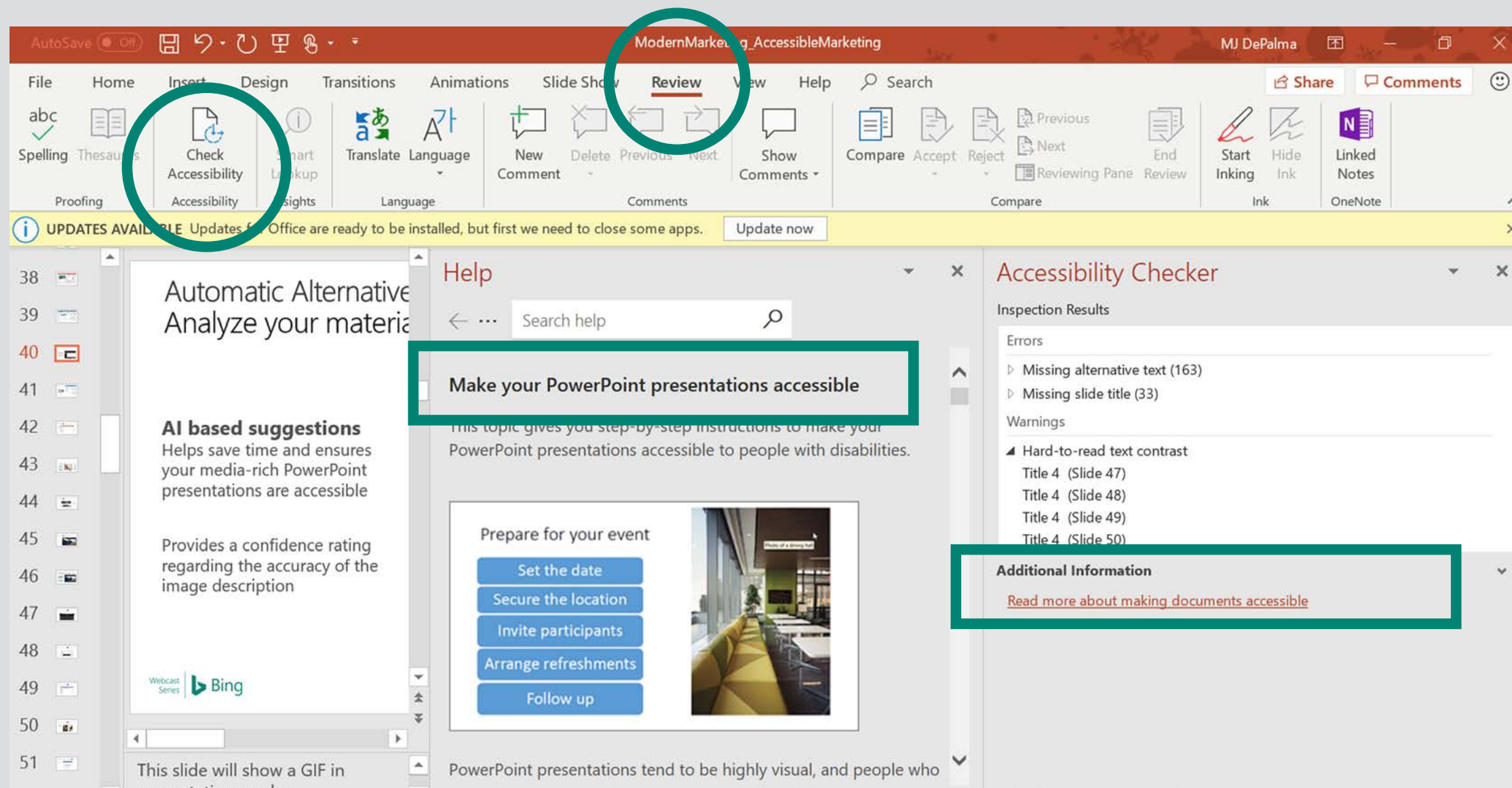
Accessible PowerPoint presentations

PowerPoint has become easier and more efficient for authoring and reading slides and speaker notes. It's very accessible for customers using a keyboard or assistive technology, including screen readers. This includes reliable High Contrast even in menus and galleries, proofing, comments, and co-authoring. Watch this video: aka.ms/createaccessiblePPT. To discover how to create more accessible slides. To learn about designing slides for people with Dyslexia, check out this video: aka.ms/AccessiblePPTforDyslexia.
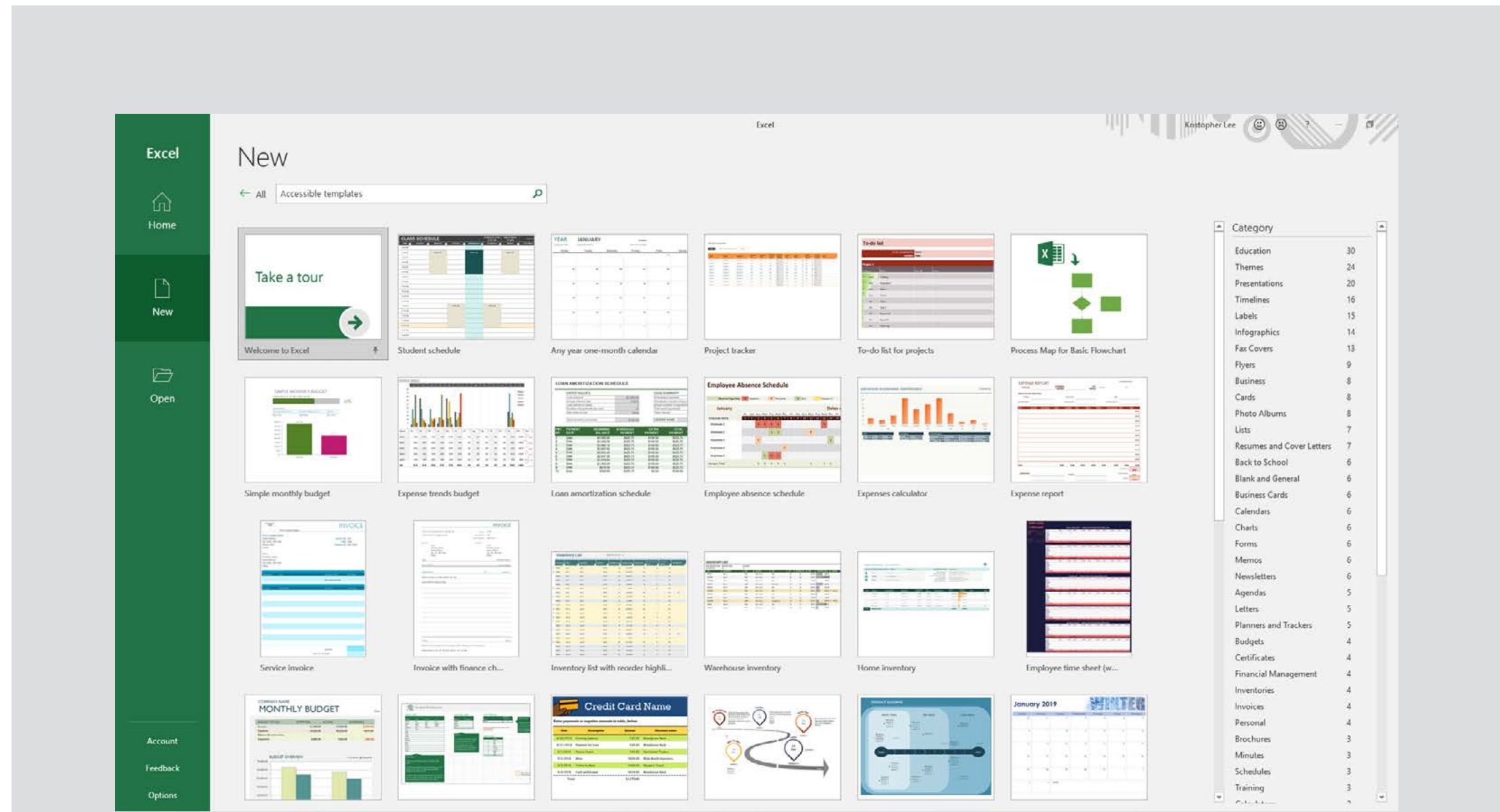
Accessible emails in Outlook

At least 12 million[1] people in the U.S. use a screen reader, a screen magnifier, or braille to read email. Making all emails accessible ensures that when you send email to a broad distribution you'll also reach and connect with millions of people in your audience who have limited or no vision. Nearly all assistive technology is designed to work well with HTML, rather than plain text. With HTML, your messages can include formatted links with display text, lists, headings, and Alt Text for images.

Watch this video: aka.ms/EmailAccessibilityTools to see how you can make your email messaging more accessible, regardless of what email program you use.

1. https://support.office.com/en-gb/article/Video-Improve-email-accessibility-ebf3730a-18f8-4b57-81d1-730086231775#ID0EAABAAA=Transcript
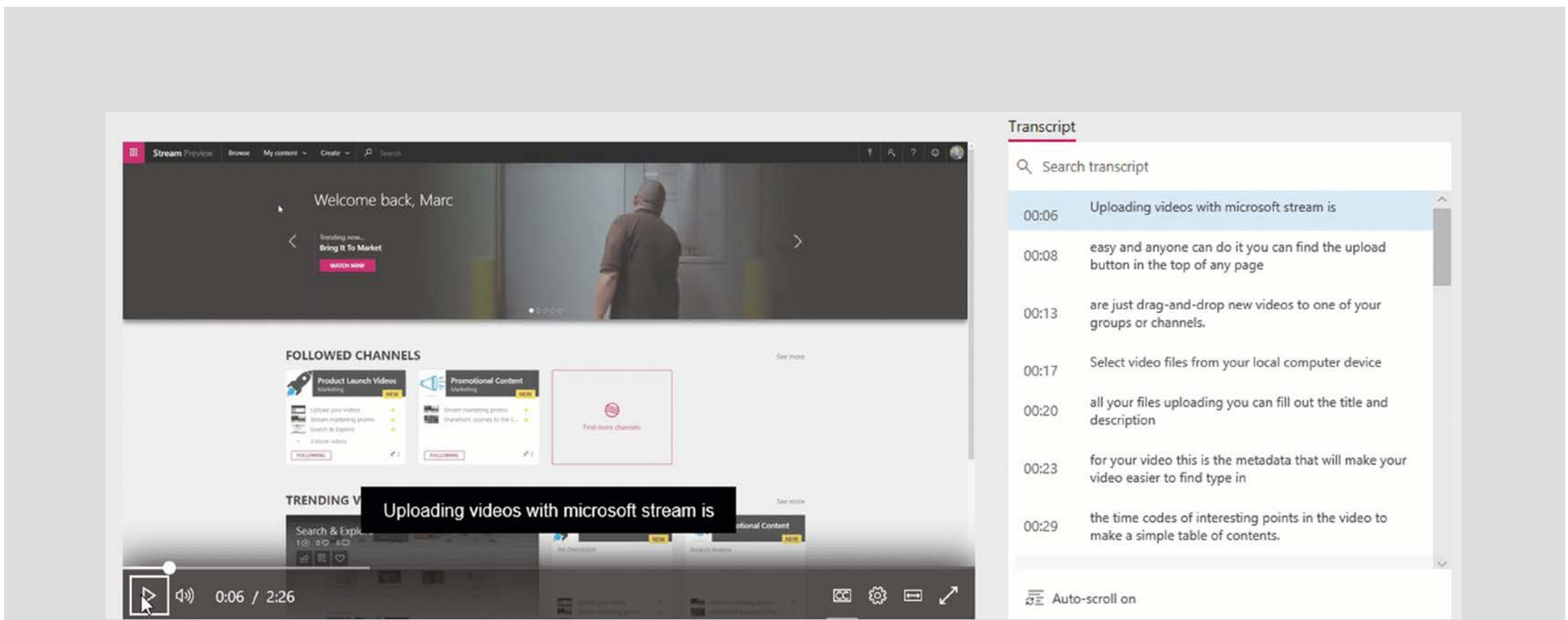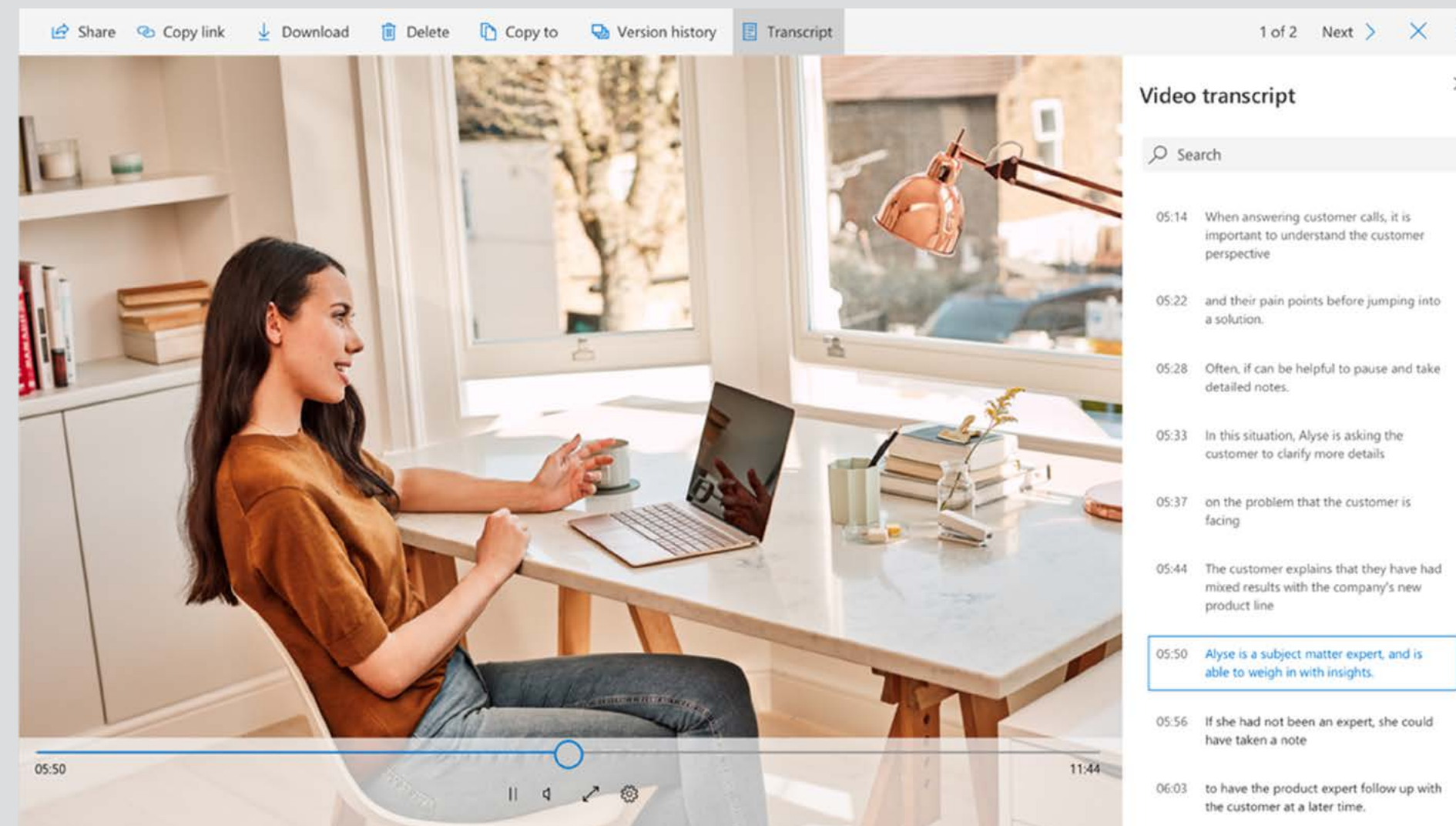
Accessible Excel workbooks

People who are blind or have vision loss can understand your data more easily if you create your Excel workbooks and charts with accessibility in mind. Prebuilt Excel templates can also help save time and improve the accessibility of the content that you create. To discover how to make your Excel workbooks more accessible, watch this video about Excel workbook templates: aka.ms/ AccessibleExceltemplate.

Stream

Microsoft Stream is an intelligent video service that makes it easy to create, securely share, and interact with video. Auto-captioning speech to text, auto-generated closed-captions, and face detection features create more ways to find and interact with videos—so everyone can access relevant content quickly and easily. Stream also makes it easy to search closed-captioning, helping people who are blind or have vision loss find exactly what they want. Read more about Video and Stream here: aka.ms/Streaminfo.

Video and audio transcription

Automated transcription services using AI technology can be used while viewing a video or listening to an audio file. A full transcript (improving both accessibility and search) appears in the viewer, which supports over 320 different file types. This helps people use their personal video and audio assets, as well as collaborate better with others.
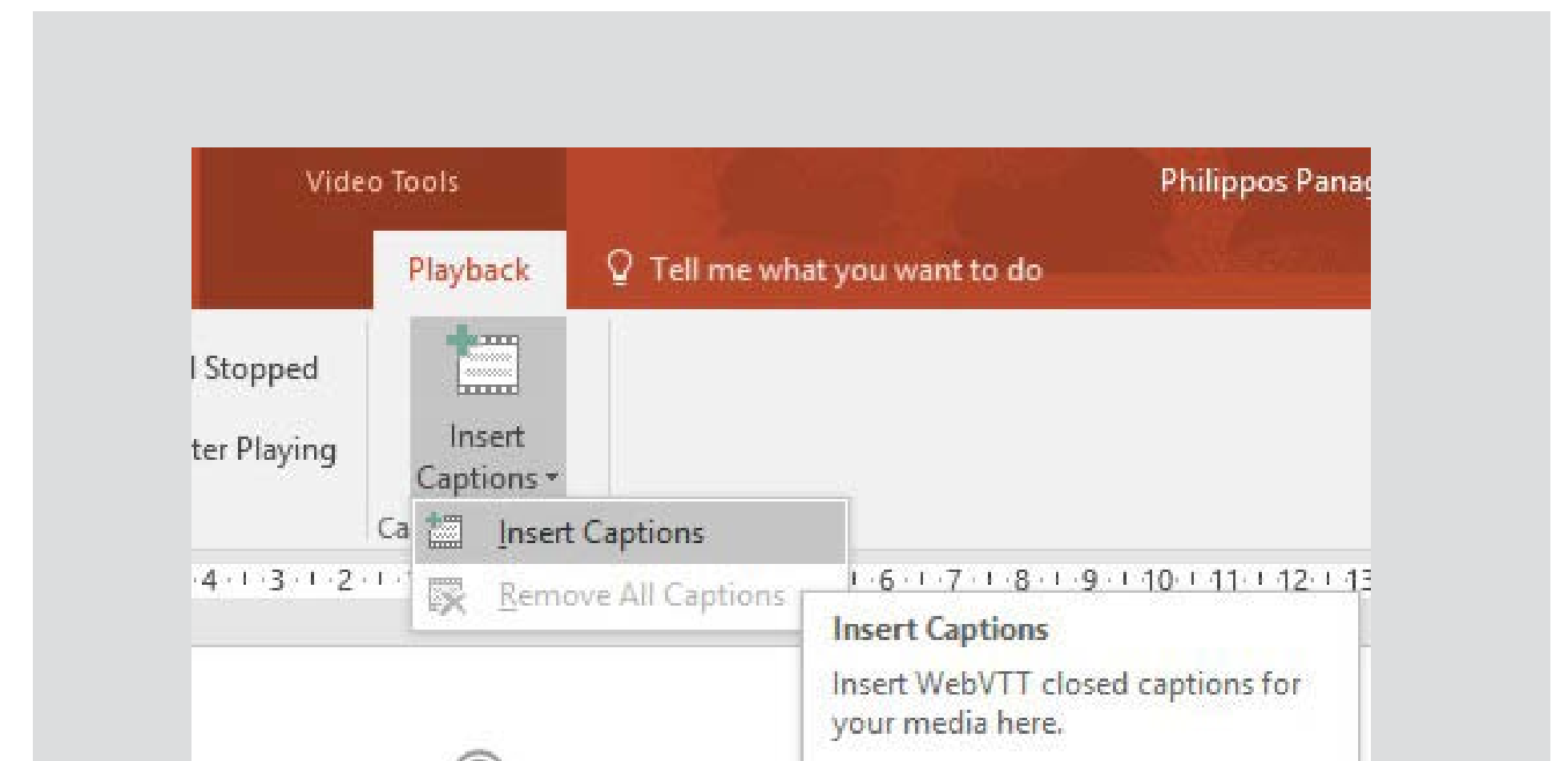
Closed-captions

Adding closed-captions makes your presentation accessible to a larger audience, including people with hearing loss and those who speak languages other than the language used in your video. Now you can add closed-captions or subtitles to any video and audio file in your PowerPoint presentations. Read more about Closed-caption here: aka.ms/CloseCaptionPPT.

Automatic Alternative Text (Alt Text)

This feature leverages intelligent image analysis powered by the Microsoft Computer Vision Cognitive Service to automatically suggest descriptions for photos, objects and other images in PowerPoint, Word ad Outlook—without requiring the use of a content creator. AI-based suggestions help you save time and ensure your media-rich content is accessible to viewers who are blind or have vision loss and use screen readers. Learn more about Microsoft Computer Vision Cognitive Services here: aka.ms/MSComputerVision.

The Alt Text on a document informs users that the description has been automatically generated. It provides a confidence rating regarding the accuracy of the image description. In addition, Alt Text isn't needed for decorative images, and it's not necessary to repeat content already included on the page. To manually add or change Alt Text, go to the right click menu in Office. This placement makes it easy to check auto-generated descriptions for accuracy and provide alt text on charts, graphs, and other media. Machine learning algorithms will continue to improve Automatic Alt Text over time.

To learn how to improve accessibility with Alt. Text, watch this video: aka.ms/AddAltText.

To learn how to check document accessibility in Word, watch this video: aka.ms/DocumentAccessibilitychecker.

For more information, read this article: aka.ms/AltTextforGraphics.
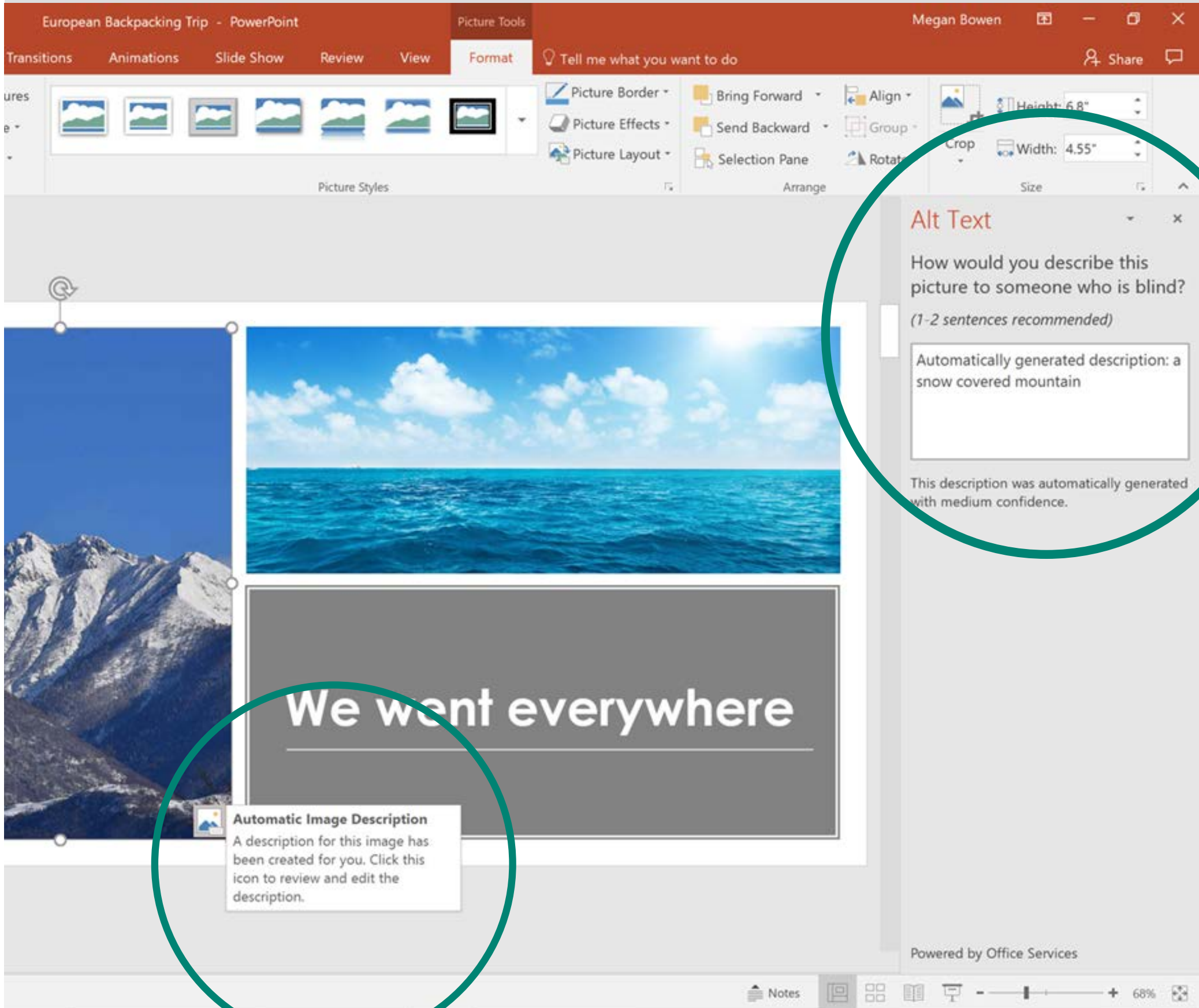
Key takeaways

In this eBook we explored many aspects of Accessible Marketing. The upshot? Making your marketing media accessible is a necessary and powerful journey to help you reach and connect with your diverse audience.

The more you know about accessibility, the easier it will be to build it in from the beginning of any campaign, product or service.

3 things you can do now

☑ Start using the accessibility checker in all your documents

☑ Apply the 10 accessibility principles

☑ Become an accessibility champion in your organization

Resources for your journey towards accessibility

Learning opportunity: webinar series

Watch our Accessible Marketing webinar on-demand, here: aka.ms/ModernMarketingWebinar.

Interested in more in-depth learning opportunities? Explore these webinars: aka.ms/AccessibilityWebinarSeries.

Additional resources

Guidelines for web content accessibility: aka.ms/AccessibilityGuildlinesWeb

Excellent resource for all things web accessibility: aka.ms/WebAIM

Community-driven tips and tricks: https://aka.ms/A11yProject

Screen readers for testing your content:

- NV Access (NVDA): aka.ms/NonVisualAccess
- JAWS: aka.ms/JAWS
- Narrator: aka.ms/Win10Narraotorguide

Support for your accessibility questions

We have a dedicated accessibility support desk for people with disabilities. You can also learn more by following us on Twitter @MSFTEnable or through our Accessibility portal: aka.ms/AccessibilityPortal.

"If you aren't building accessibility in, you are probably building it out."

Jenny Lay-Flurrie
Microsoft Chief Accessibility Officer

Bing

Microsoft