



10 Accessibility Tips

For Getting Out The Vote (GOTV)



1. Captions

- Captioning benefits many different people, including people with various disabilities, and makes videos more likely to be watched.
- Caption any videos or audio content video or audio content, such as social media videos, Youtube videos, stories, and more.
- For in person and online events, provide live captioning, sometimes called CART (Caption Access Realtime Translation).
- Provide your event materials (agenda, talking points, slides, run of show) to your captioner in advance of your event.
- [Click here for a video on how to add captions.](#)



2. American Sign Language (ASL)

- Ensure American Sign Language (ASL) interpreters are available for in-person and virtual events. ASL interpreters need to be scheduled at least a week in advance. Provide your event materials (agenda, talking points, slides) to ASL interpreters in advance of your event.
- Create video materials with content in American Sign Language.
- For events that are an hour or more, at least 2 American Sign Language (ASL) interpreters are required so they have enough energy for the whole event. Interpreting can be tiring! For events with many Deaf people, more ASL interpreters will be needed.
- Deaf people like to socialize. If possible, schedule interpreters for periods beyond a formal speaking program.



3. Image Descriptions

- Provide image descriptions (also called alternative text or alt text) of anything visual, like social media posts, website images, and videos.
- For in person or online events, state descriptions of visuals, including presentation speakers or images in presentations.
- [Click here for information about alternative text.](#)
- [Click here for information on audio descriptions for videos.](#)

4. High Contrast Colors

- Ensure that the background and foreground of your materials, website, or graphics have high color contrast.
- The colors should be a light foreground on a dark background or a dark foreground on a light background.
- Avoid using green and red next to each other which can be hard to distinguish for many people.
- Example: **High Contrast** and **Low Contrast** ([Click for More Color Contrast Examples](#))
- [Click here for a contrast checker tool from WebAim.org.](#)



5. Text Formatting

- Ensure text is at least 14 pt font. 16 pt font is even better, and go bigger for slideshow presentations and social media graphics.
- Use **sans-serif fonts like this one**, not **serif fonts like this** with extra lines and flourishes on the letters. [Learn more about serif and sans serif fonts.](#)
- Adjust line spacing instead of adding extra blank lines.
- Using text formats and styles, like “Title,” “Heading 1,” “Heading 2,” “paragraph” or “body text,” in documents and websites to allow people using screen readers to navigate the content more easily. [Click here for more information on heading styles.](#)
- Avoid italic text which can be hard to read.



6. Descriptive Links

- For websites and digital spaces, screen readers may jump from link to link.
- State where the links direct the user. For example...
 - **Descriptive Link:** [Find Out How to Vote In Your State](#)
 - **Unclear Link:** Click [here](#)



7. Physical and Sensory Accessibility

- Ensure that in-person events are physically accessible and provide seating.
- Make sure that your location has accessible parking or transit nearby. Coordinate with local paratransit providers so they know the best dropoff point for your event.
- For events on non-entry level floors, ensure elevators are nearby and give clear directions to them.

- Ensure there is an accessible bathroom and provide directions on how to find it.
- For in-person events, plan outdoor activities, wear masks, and abide by social distancing as much as possible to ensure the safety of your attendees. View the Center for Disease Control and Prevention’s [social distancing guidelines](#) for more information.
- Make sure every speaker uses a microphone. This allows speech to be heard by everyone and be accurately captured by ASL interpreters and by captioners.
- Provide a space that is sensory friendly to attendees, for example no harsh lights, not crowded, no excess smells, avoid playing loud music at your event.
- Provide agendas and talking points to attendees. When possible, provide attendees materials in advance.



8. Plain Language

- Provide materials with plain language. Use the active voice, common words, and one idea per sentence.
- When possible, add images and examples to your materials that can help communicate concepts. Visualizations can help explain ideas written in text.
- [Click here for instructions on creating Plain Language materials.](#)



9. Social Narrative

- A social narrative provides information about social norms, sensory information, and what to expect from an event/space. This should be provided online and in person.
- [Click here for more information on social narratives.](#)
- [Click here for an example of a social narrative.](#)



10. Communicate about Access Tools

- Ensure information about accessibility tools are clearly stated in multiple formats. For example: “We provide American Sign Language Interpreters, closed captioning, visual descriptions, plain language materials etc. Contact [email] or [phone number] for more questions about accessibility.”
- Provide this information before and during the event in multiple places, such as on a website, social media, emails, and both stated verbally and written at the event.
- Provide a contact person who knows about accessibility and can answer questions.

This guide was created by Sarit Cahana for the American Association of People with Disabilities’ [REV UP Campaign](#). Please share this guide with others: [bit.ly/gotvaccess!](https://bit.ly/gotvaccess)