



Ditch the Digital Flyer

Making your online content mobile-friendly and accessible

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PASSION LED US HERE

A top-down view of a paved sidewalk. In the center, the words "PASSION LED US HERE" are painted in a reddish-brown, slightly distressed font. At the bottom of the frame, two pairs of shoes are visible: a pair of brown leather loafers on the left and a pair of dark blue sneakers with white laces on the right. The background is a light gray concrete sidewalk with dark expansion joints.

The Opportunity: COMMUNICATE & ENGAGE

Good (aka mobile-friendly and accessible) design is good for everyone.

Mobile-Friendly: READABLE, CLICKABLE, ETC.

- Ready for 2" screens to 27" monitors
- Responsive
- Images scale
- Words and font sizes scale

Stats

10%

TEXT ONLY

Retention of info after 3 days



65%

TEXT WITH IMAGE

Retention of info after 3 days



84%

MORE CLICKS

Photo posts on Facebook
received 84% MORE link clicks
than just text or just a link



Accessible: USER-CENTERED CONTENT

- Enhance your brand reputation
- Avoid litigation
- Set yourself apart as a leader
- Expand your audience



A hiker with a backpack stands on a rocky mountain peak, looking out over a vast valley. The landscape is lush with green vegetation, and a winding road is visible in the distance. The sky is overcast with grey clouds.

Action:

BUILD YOUR DIGITAL USER-CENTERED STRATEGY

ASSESS:

Evaluate and identify gaps. Get your team united around why mobile-friendly and accessible content matters and creates more effective engagement.

EVALUATE AND IDENTIFY GAPS

- Tools and platforms
- Contrast, headings, links, alt tags,
- Features (forms, language options)
- Site navigation
- Keyboard accessibility
- Responsiveness
- Images

WHAT CAN YOU DO?

- Website
- Enewsletters
- Social media
- Video
- Accessibility Policy (internal)
- Accessibility Statement (external)

The Summary

Being mobile-friendly
and accessible is **THE**
opportunity to communicate effectively.