Ditch the Digital Flyer

Making your online content mobile-friendly and accessible

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PASSION LED US HERE
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% Retention of info after 3 days
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
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)
Being mobile-friendly and accessible is THE opportunity to communicate effectively.