



The Opportunity: COMMUNICATE & ENGAGE PASSION LED US HERE

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

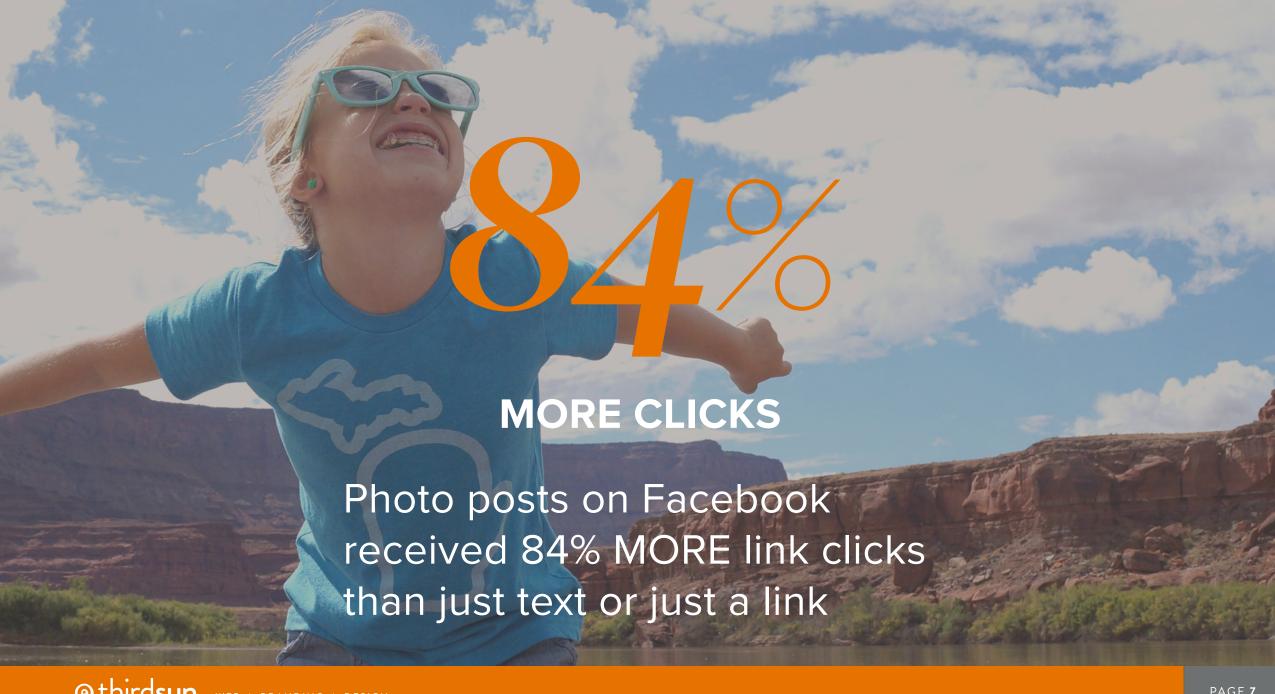


Stats



Retention of info after 3 days





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.