# Top tips for accessible digital information and communication

* Use clear, formatted headings, to help screen reader users navigate your document or webpage.
* Do not use images of text to convey information as they cannot be read by screen readers.
* Ensure text can be resized and background and text colours can be modified to suit the reading preferences of users.
* Make sure links are written out to describe the document or resource they send the user to.
* Make sure information or explainer videos convey the same information in the audio voiceover as the images on a screen.
* Use image descriptions alongside the image to share the information given in an image or photograph.
* Provide meaningful alternative text (alt text) description for images to describe their purpose. Decorative images should have empty alt text so they can be ignored by screen readers.
* Ensure there is good colour contrast ratio between the foreground and background on textual content, images, and graphics (search for an online colour contrast analyser to check this).
* For websites, keyboard accessibility is important on interactive elements such as links, buttons, and form controls. Also, ensure that a visible focus indicator is always present when the element has keyboard focus, and it has a logical navigation order for the page (matches the visual layout).
* For multimedia content provide captions, transcripts, and/or audio description. Audio description is required if information is solely through a visual means.
* Ensure all downloadable content (Word or PDF) is made accessible. It is often easier to create a document in word, check its accessibility and then convert to pdf.
* If you are planning for a word document to be read electronically which has a table, add in at the top of the table text which describes the table e.g. this table has two columns and two rows, the first row is headings etc.
* There are further top tips for accessible emails, online forms and printed information available from the accessible information health and care resources section of the RNIB website at [at link to resources page]

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