



Art-Reach Tips for Effective Communication in Multimedia

What is effective communication?

The ADA requires places of public accommodation to provide effective communication to people who have disabilities. This means that the way in which you communicate with people who have disabilities must be equally as effective as the way in which you communicate with everyone else.

Does this include websites and multimedia content?

Under the ADA, places of public accommodation are required to provide equitable access to their "goods and services". Because your website and online content is considered a service of your organization, they must be accessible. Websites, emails, and social media are also the primary way that your organization communicates and provides information to the general public, so people with disabilities must have equal access to that content.

How do I provide effective communication?

Effective communication is provided by using auxiliary aids. Below are some examples and resources to get started:

- Add alt-text or image descriptions to images
- Add captions to videos
- When recording a video, have speakers include verbal descriptions of important details
- For pre-recorded videos, record a separate audio description track that can be offered in addition to the original video

Resource Links:

- [World Wide Web Consortium \(W3C\) Web Accessibility Initiative](#)
- [University of Washington Guide for Producing Accessible Multimedia](#)
- [Yale University Social Media Accessibility Guide](#)
- [Digital.gov Multimedia Accessibility Guide](#)
- [Knowbility Online Trainings](#)
- [Rocky Mountain ADA Center Web Content Accessibility Guidelines \(WCAG\) Overview](#)

Organizational Strategy Check-list:

- Gather department heads that should be involved in online accessibility ventures
- Assessment of current offerings and identifying areas of improvement
- Delegate tasks to departments based on current skills and work-flow
- Create learning opportunities through existing resources and/or contact Art-Reach
- Share marketing plan with entire organization, ensuring buy-in and effectiveness