#DigitalBites

CONTENT INCLUSIVITY:
The Why & The How
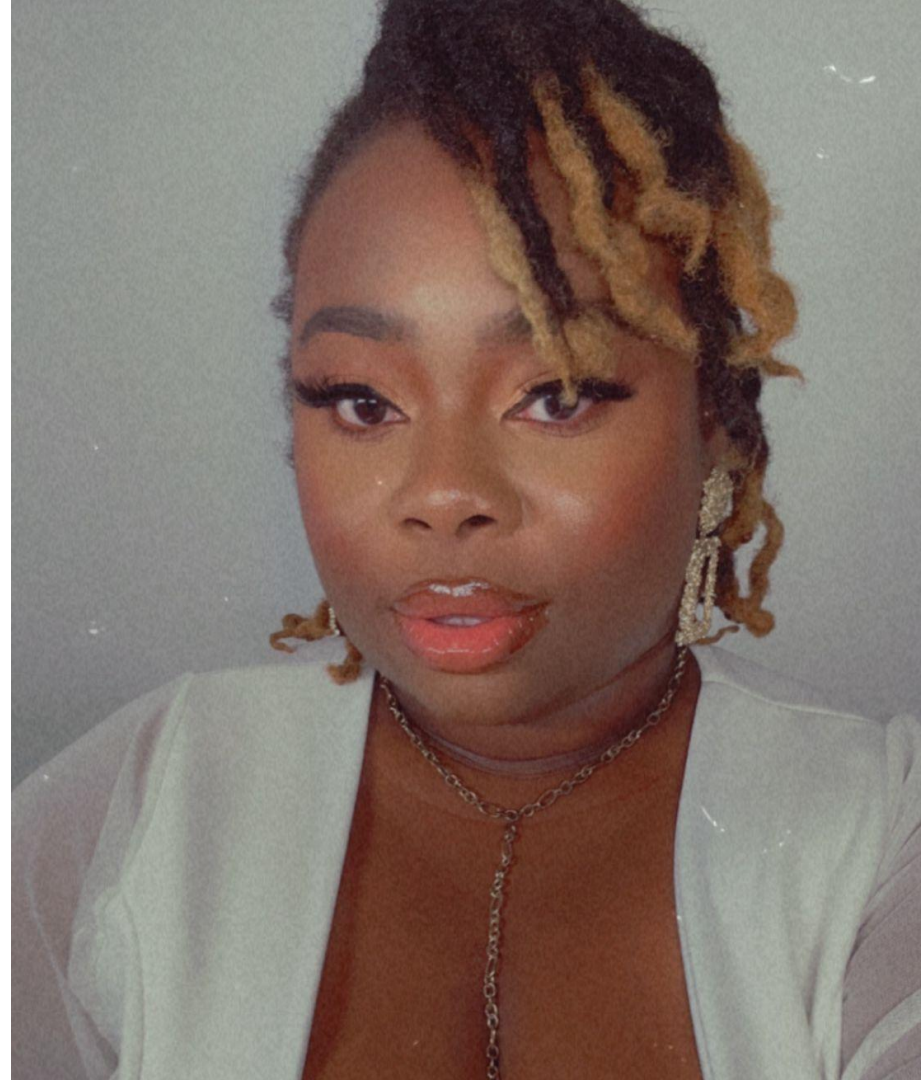
REJOICE OJIAKU (she/her)

SEO & Content Strategist / Co-Founder of B-DigitalUK

BACKGROUND

- 28 years Old
- BSc(Hons) IT Management for Business
- MSc Marketing
- Speaker (#WLSS, #BrightonSEO, #WTSFest, Noisy Little Monkey, Girls In Marketing..etc)
- Award Winning Diversity & Inclusion Advocate
- Award Show Judge
- #TwitterSpaces Co-Host of #BlackInTheWorkspace

AGENDA

01
What Is Inclusivity?

02
Why Is It Important?

03
What about Accessibility?

04
How to be inclusive

05
Final Takeaways

OBJECTIVES

Get you thinking about it

Show you what not to do

Understand inclusivity vs accessibility vs usability

Leave you with practical takeaways

WHAT IS INCLUSIVITY?

Inclusivity is defined as...

The fact or policy of not excluding members or participants on the grounds of gender, race, class, sexuality, disability, etc.

So Content Inclusivity must be....

a commitment to equity. It means providing a safer experience for more people through content

"Content that truly reflects the diverse communities that our companies serve. It means that we are elevating diverse voices and role models, decreasing cultural bias, and leading positive social change through thoughtful and respectful content."

salesforce

INCLUSIVE CONTENT PRINCIPLES

1

People come first

Put people first and use words that are respectful and inclusive

2

Throw away the checkboxes

Inclusivity should not be a task , or chore

3

It is not one and done

Embed inclusivity in your style guide, documentation, strategy etc.

WHY IS IT IMPORTANT?

FAKE TWEETS, REAL FACTS

Logan Berkowitz ✔
@LBerkowitz

64% of people say they are more trusting of brands that represent #diversity & #inclusion in their ads, according to @MSFTAdvertising #survey via @CMIContent.

12:00 PM · Jun 1, 2021

32.6K Retweets   **18.9K** Quote Tweets   **74.8K** Likes

Lady Akachi
@Akachi_Home

Not only does #inclusion in advertising drive purchase intent if someone like you is represented, but it drives it with people who might not be personally represented in the ad via @MSFTAdvertising's @MJDePalma @ChristiJOlson. @CMIContent #CMWorld

3:20 PM · May 14, 2022

73.5K Retweets   **31.1K** Quote Tweets   **325.4K** Likes

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Food for thought...

To be truly representative and diverse, branded content should embrace difference in all its forms.

THE SHIFTS

AND MORE...
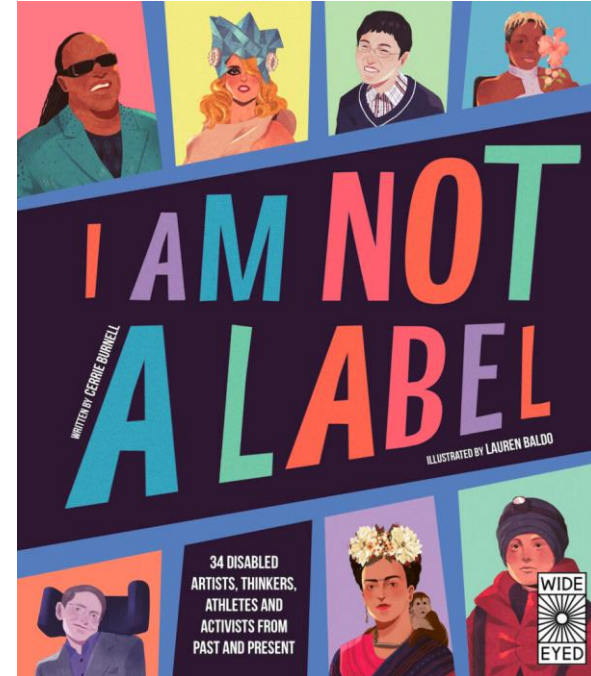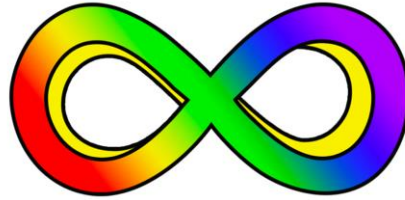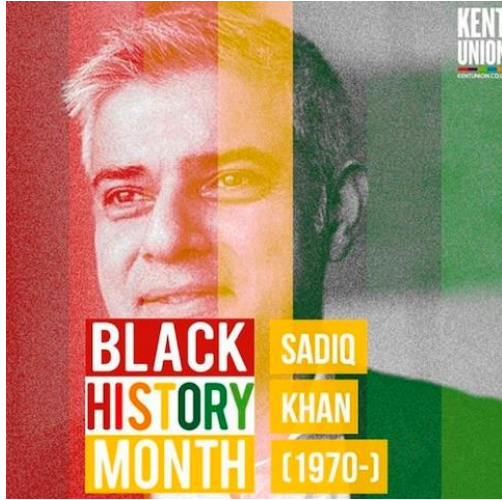
Neurodiversity

∞

LGBTQ₊

I AM NOT A LABEL

WRITTEN BY CERRIE BURNELL

ILLUSTRATED BY LAUREN BALDO

34 DISABLED ARTISTS, THINKERS, ATHLETES AND ACTIVISTS FROM PAST AND PRESENT

WIDE EYED

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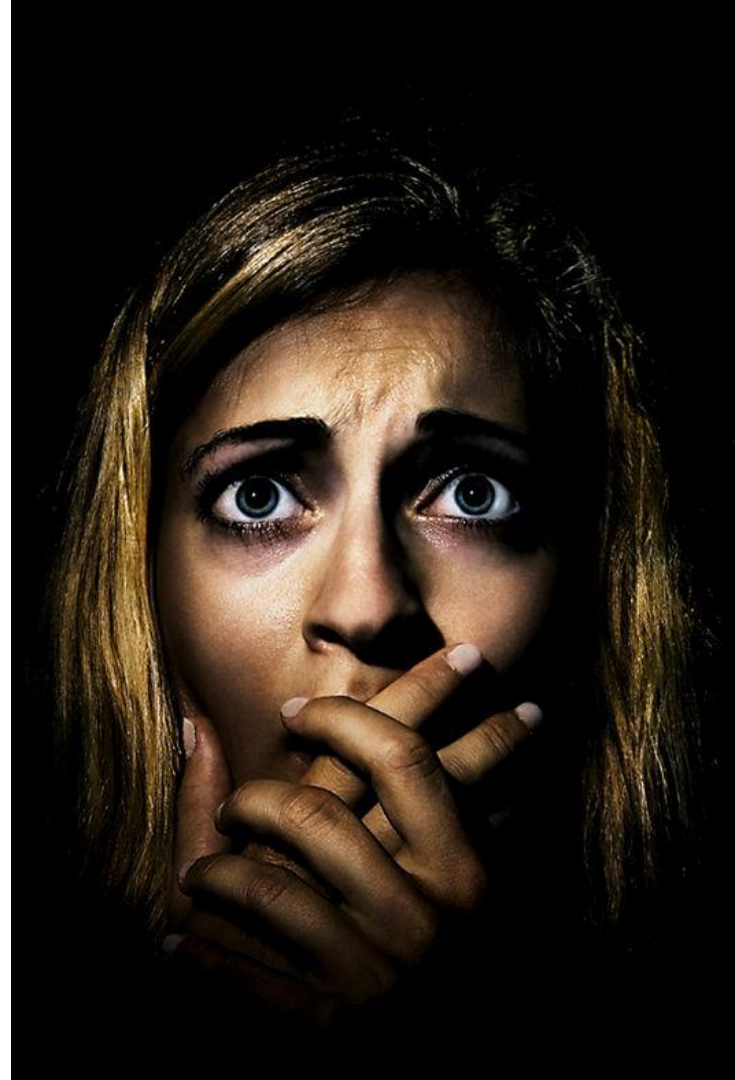WHAT WE WANT TO AVOID...

GEN Z...

they won't accept anything less.!

The punch line

Accessibility & representation are inextricably linked

The Effect?

- Humanises your brand
- Creates emotional & physical connections

WHAT ABOUT ACCESSIBILITY?

WHAT IS ACCESSIBILITY CONTENT?

Improving the accessibility of content is about **reducing basic barriers to comprehension.**

ACCESSIBILITY VS USABILITY

accessibility relates to the technical side of a website, usability relates to the quality of a person's experience when interacting with your website, the efficiency with which that person can accomplish a task, and the satisfaction of the person completing the task.

Remember...

Accessibility is a subset of usability.

WHY IS THIS IMPORTANT?

Ensuring the websites/content we work on are accessible for everyone should be a primary concern for everyone in Marketing!

Easily navigate a site

Improve their experience

Find information they are looking for

Improve satisfaction and increase loyalty

W3C® Web Accessibility Initiative WAI

WCAG 3
W3C Accessibility Guidelines 3

HOW DOES THIS HELP?

It explains how to make digital services, websites and apps accessible to everyone, including users with impairments to their:

- vision – like severely sight impaired (blind), sight impaired (partially sighted) or colour blind people
- hearing – like people who are deaf or hard of hearing
- mobility – like those who find it difficult to use a mouse or keyboard
- thinking and understanding – like people with dyslexia, autism or learning difficulties

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WCAG 4 PRINCIPLES

Perceivable

Users must be able to perceive it in some way, using one or more of their senses.

Operable

Users must be able to control UI elements (e.g. buttons must be clickable in some way — mouse, keyboard, voice command, etc.).

Understandable

The content must be understandable to its users.

Robust

The content must be developed using well-adopted web standards that will work across different browsers, now and in the future.
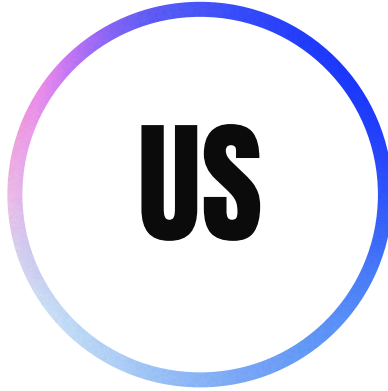
LEGAL IMPLICATIONS

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EU

European Accessibility Act was introduced in 2019.

- covers products and services such as computers and operating systems, smartphones, and ecommerce platforms.
- requires them to be compatible with assistive technologies, as well as presented in a format appropriate for all users.

US

Americans Disability Act (ADA) was first introduced in 1990.

- prohibits discrimination against individuals with disabilities.
- websites with inaccessible components can be seen as discriminatory and in violation of Title III of the law.

UK

2010 **UK Equality Act**

- covers website accessibility in the UK and is designed to protect individuals from unfair treatment, while promoting a fair and equal society.
- site owners are required to anticipate the needs of potential disabled customers and make 'reasonable adjustments' for these needs.

NOTABLE ADA WEBSITE COMPLIANCE LAWSUITS:

Beyonce's Website

- No alt txt for images
- Denial of keyboard access
- Lack of accessibility drop-down menus

Domino's Pizza

prevented the ability to order customized pizzas, or take advantage of online-only discounts.

Nike

issues with empty links and missing alt text for images

It was found that **62%** of accessibility practitioners surveyed in March and April 2020 reported that "COVID-19 has raised the awareness and impact of accessibility on the digital channel."

Deque

ACCESSIBILITY X SEO

Alt Text	Empty Links	Page Titles	Headings	Sitemaps
Anchor Text	Breadcrumb Links	Navigation	Readability	User Interactions

ACCESSIBILITY X SOCIAL MEDIA

Alt Text

Links

Fonts

Emojis

Colour & Contrast

Gifs, Animations & Videos

Hashtags

Readability

User Interactions

HOW TO BE INCLUSIVE?

BEST PRACTICES

Look for blind spots

Who are you currently targeting?

Make your content accessible

The way you present your content can be as important as the content itself, especially

Use Inclusive language

Your words matter! While they can uplift and inspire, they can also divide and cause exclusion.

BEST PRACTICES (CONT)

Invite inputs & assistance

Remember, creating inclusive content is not a one-off task but a continuous process...so don't forget **USER FEEDBACK**

Inclusivity in videos & images

It doesn't suffice to write inclusively. You should also promote inclusion through your visuals.

Strong messages in a simplistic way

Your writing's structure and format could also be problematic.

no digital distortion

gettyimages

Veronica Yoko, Paralympic Tri-Athlete
Italy

#ShowUs
strength in our scars

no digital distortion

gettyimages

Ruby, Marathon Runner & Cancer Survivor
Indonesia

#ShowUs
more athletes who look like me

#DigitalBites

Food for thought...

Creating inclusive content makes business sense, as well as being the right thing to do. The question is: can you afford not to?

LET'S TALK CONTENT DESIGN

Inclusive design should always meet the needs of as many users as possible.

DESIGN INCLUSIVE CONTENT BY...

Assess points of bias

Does your content default to the pronoun "he," or does it make equal use of "she" and "they"?

Use clear language

Identify and remove all instances of othering and ableism. This boils down to respect.

Use responsive designs

allows web content layouts to display well on many form factors, using "breakpoints" to define different widths.

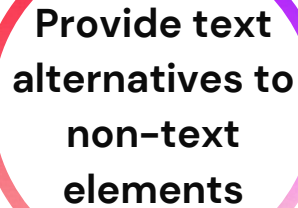**Take advantages of free resources**

Use freely available Microsoft, Apple, and Android accessibility attributes and accessibility test apps when developing documents, web content, or apps.

Structure documents with headings

Simple, hierarchical headings helps to organize documents, web pages, or emails.

DESIGN INCLUSIVE CONTENT BY...

Provide text alternatives to non-text elements

Use free & available accessibility checker

Think about your colour scheme

Socials posts can be accessible

Labels for form fields and options are also areas where inclusion and accessibility should be addressed. Every field and button should have a label, written in plain language.

Check your content regularly to keep it inclusive and accessible.

Assess the color scheme for contrast and distinction.

Ensure that all images and video clips are described in detail.

AND NOW...
THE CREDITS!

UNDERSTAND YOUR AUDIENCE BETTER

- Demographic
- Experiential
- Cognitive

BE INTENTIONAL WITH INCLUSIVITY

As marketers, our words, actions and choice matters.

Ayo Ogun ✔
@AyOgun

Don't write or say your brand is "diverse" and "inclusive." Show your audience by using words that reflect those concepts, says @AnnGynn via @CMIContent. #CMWorld

12:15 PM · Sep 20, 2020

17.2K Retweets   **1.1K** Quote Tweets   **79.5K** Likes

THINK USABILITY, ACCESSIBILITY & INCLUSIVITY

Even if a person's characteristics are not directly relevant to the piece it doesn't mean you don't need to make sure your content follows all three

RETHINK ADJECTIVES & OTHER DESCRIPTIONS

For example, words like 'black,' 'dark,' and 'blind' are often used symbolically to express negative concepts. There are many alternatives and ways to diversify our use of certain symbolism.

Lois Lane
@TheRealLois

Be thoughtful about the imagery you use (in your writing) via @UUA #inclusive language guidance via @CMIContent @AnnGynn. #CMWorld

4:58 AM · Feb 15, 2006

6.8K Retweets   **792** Quote Tweets   **19.5K** Likes

IMAGERY CAN SPEAK; LET IT

Continue those metaphors of connection, openness, and balance into your imagery.

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DON'T MAKE ASSUMPTIONS

And don't forget, relevancy matters here too

Harriet Loud
@HLouder

Do not identify someone's race, gender, orientation, ethnicity, disability, status, etc., unless it adds value and context, according to the @uidaho brand guidelines via @CMIContent @AnnGynn. #CMWorld #Inclusion

8:42 PM · Dec 7, 2016

40.3K Retweets   **11.3K** Quote Tweets   **196.9K** Likes

QUESTIONS TO ASK BEFORE CREATING INCLUSIVE CONTENT

- Who is my audience?

- What tone and level of formality do I want?

- What am I trying to achieve?

- How might history change the impact of my language choices regardless of my intentions?

- Who's being excluded?

THAT'S NOT ALL
FOLKS!

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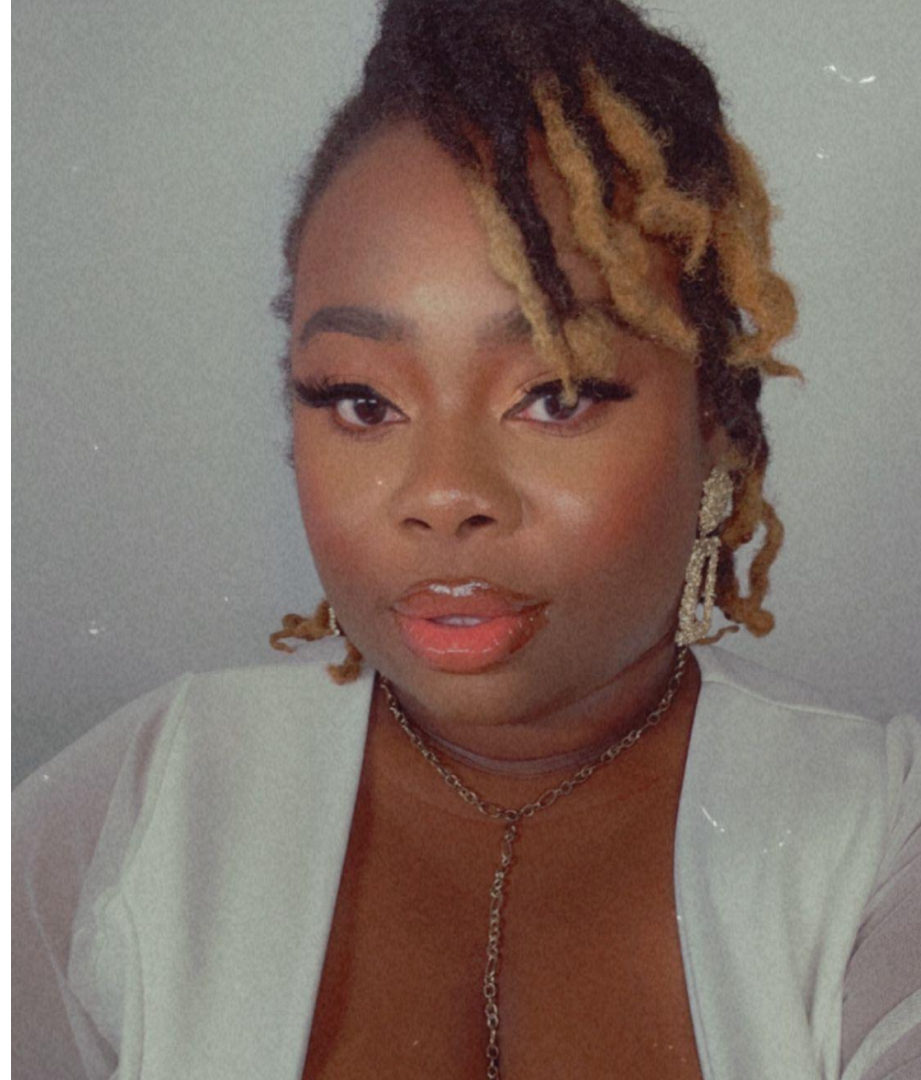# WHERE YOU CAN FIND ME

PERSONAL SOCIALS

Twitter: https://twitter.com/RejiYates
LinkedIn: www.linkedin.com/in/rejoiceojiaku
Slideshare: https://www.slideshare.net/RejoiceOjiaku

B-DIGITALUK SOCIALS:

Liinks: https://www.liinks.co/bdigitaluk

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THIS PRESENTATION...IN BLOG FORMAT

https://www.oncrawl.com/oncrawl-seo-thoughts/content-inclusivity-everything-need-know/

THANKS

THANKS

THANK YOU

THANKS