Tone of voice: open and friendly
Quick check: whatever the topic, does your message show some empathy with the recipient?

- Is it clear and kind?
- How would you feel saying it out loud?
- Have you explained why and what can be done next?
- Have you linked to any relevant support services?

More guidance is coming on compassionate comms!
For support in the meantime on revising or writing new comms: communications@kent.ac.uk

Terminology
If you're referring to a neurodivergence, disability, individuals or groups under any protected characteristic, research the current terminology, check with experts and people with lived experience.

Over-represent the under-represented
Try to use images of diverse ethnicities, ages, body shapes, clothing style, mobility aids.
Accessible content guide

Simple steps to make digital content more accessible - pin this up in your shared workspace.

**CamelCase**
Use CamelCase when you write hashtags, usernames or email addresses so a screen reader can read it.

- **Not:** #unikentwellbeing
- **Instead:** #UniKentWellbeing

**Hyperlinks on emails and webpages**
Use embedded hyperlinks. The text should describe what you will get when you click on it.

- **Not:** click here to read the Report
- **Instead:** read the Report

**QR codes**
For long links in print materials, it's good practice to use a QR code. Put it in the bottom left if possible.

**Explain acronyms**
Write out acronyms in full the first time you use them in each new document/email/webpage.

**Add alt text to images**
Alt text is needed for images that convey useful info not available elsewhere in the content.

**Headings**
Use bold headings and bullet points in emails, documents and web pages to make it easier to find information.

**Colour contrast check**
Check the contrast of text on its background.

- **Poor colour contrast**
- **Good colour contrast**