



June is Recreation Month

Accessibility Guidance for June is Recreation Month Communications

Alt Text • Contrast • Plain Language • Universal Posting Standards

This guide provides simple, user-friendly practices that ensure all June is Recreation Month marketing materials are inclusive and accessible. These standards align with common best practices from organizations such as CNIB, Accessibility for Ontarians with Disabilities Act (AODA), and Nova Scotia Accessibility Directorate guidelines.

1. Alt Text Guidelines

What is alt text?

Alt text (alternative text) is a written description of an image that:

- Allows screen readers to describe the visual content to blind/low-vision users
- Helps users understand images if graphics don't load
- Improves clarity and accessibility for all audiences

How to write effective alt text

Keep it:

- Accurate – describe what is shown
- Concise – aim for 1-2 sentences
- Relevant – describe only essential information

Basic template

“[Action] + [Who] + [Where/context] + [Any meaningful details].”

Examples

- “Two children riding bicycles on a trail during Bike Week.”
- “A community volunteer leading a guided nature walk through a wooded park.”
- “Poster graphic with the text: ‘June is Recreation Month – Explore Your Community.’”

Do NOT include

- “Image of...” (screen readers already announce it's an image)
- Decorative details that are not relevant
- Excessive descriptions of backgrounds

Explore.
Play.
Discover.

2. Colour Contrast Guidelines

Minimum contrast ratio

Follow WCAG 2.1 AA standards:

- Normal text: 4.5:1 contrast ratio
- Large text (18pt+ or bold 14pt): 3:1
- Icons & graphics: 3:1

Recommended combinations

- Very dark colours with very light colours
- High-contrast colour pairs such as navy/white or black/yellow

Avoid

- Light text on light backgrounds
- Neon palettes
- Relying on colour alone to communicate meaning (e.g., using red vs. green to indicate actions)

Helpful free tools

- WebAIM Contrast Checker
- Stark Contrast Tool (Chrome Extension)
- Color.review (simple visual grading tool)

3. Plain Language Guidelines

What is plain language?

Communications that are:

- Clear
- Direct
- Easy to understand on first read
- Free of jargon or technical language

Quick principles

- Keep sentences short (14–18 words when possible)
- Use common words (“join us” instead of “participate”)
- Break information into bullet points
- Use headers to organize content
- Put the most important information first

Before and after example

Before:

“Residents are encouraged to partake in a series of regionally coordinated, multi-sectoral recreational engagements.”

After:

“Join us for fun and free recreation activities happening all month across our region.”

4. Accessible Posting Standards

For all posts

- Add alt text for every image
- Include closed captions for videos (auto-caption, then edit for accuracy)
- Use simple fonts (avoid script and overly stylized text)
- Ensure text is large enough to read on a mobile phone
- Avoid text-heavy graphics—keep key messages on images and move details to the caption

For social media

- Use hashtags sparingly (3–6 max)
- Capitalize Each Word in multi-word hashtags (e.g., #JunelsRecMonth, not #juneisrecmonth)
- Write meaningful link descriptions (e.g., “Register here” instead of “Click here”)

5. Accessibility & Consent Best Practices

- Ensure photos with people have documented consent, especially minors
- Never tag individuals without permission
- Provide alternative participation formats (virtual or printed resources)
- Avoid flashing animations or rapidly moving graphics
- Use gender-neutral and inclusive language
- Ensure PDFs and documents are screen-reader friendly (tagged headings, readable text, not image-only PDFs)

6. Quick Reference Checklist

Before posting:

- Alt text added
- Caption written in plain language
- Video includes captions
- Text has sufficient colour contrast
- Font is legible and large enough
- Hashtags use capitalized words
- Consent has been confirmed for any identifiable people
- No essential info appears only in an image
- Links clearly describe where they lead