INCLUSIVE COMMUNICATION CHECKLIST

WHY THIS TOOL MATTERS?

Inclusive communication means ensuring that as many people as possible understand, participate, and feel involved. It improves the experience for everyone. When you choose clearer words, readable colours, and accessible formats, you're creating a space where no one feels excluded or "out of place". This tool helps you quickly check whether what you are creating (a post, a presentation, a video, or a project) genuinely works for different audiences, not just for people who are similar to you.

HOW TO USE IT?

You can use this checklist whenever you prepare any type of content (text, slides, graphics, video):

Step-by-step

1. Create your draft (text, image, or presentation).
2. Go through the checklist point by point. For each item, ask yourself:
    - "Am I including or accidentally excluding someone?"
    - "Do I use gender-neutral forms?"
    - "Do I refer respectfully to people with disabilities?"
    - "Do I use plain language, and simple phrases to reach out to people with lower language skills?"

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- “Do I use graphics/icons supporting understanding?”

3. Note what works and what needs improvement.
4. Make a quick revision to apply the changes.
5. (If possible) ask for feedback from someone who thinks differently from you or has different needs.
6. Share the final version, keeping in mind that accessibility is an ongoing process, not a final goal.

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MEDIATE YOUR FUTURE

TEMPLATE

INCLUSIVE COMMUNICATION CHECKLIST

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Cognitive Accessibility

	What to check	Use this	Not this
☐	Instructions	Steps 1–2–3	Vague directions
☐	Consistency	Same words for same concepts	Constant synonyms
☐	Examples	Concrete examples	Abstract explanations only

Linguistic Inclusivity

	What to check	Use this	Not this
☐	Language	Neutral, respectful terms	Stigmatising labels
☐	Clarity	Easy-read options	Assuming everyone reads the same way
☐	Acronyms	"WHO (World Health Organization)"	Unexplained abbreviations

Engagement & Interaction

	What to check	Use this	Not this
☐	Questions	Open questions	Leading or judging questions
☐	Participation	Text, voice, images	One single mode
☐	Time	Extra processing time	Expecting instant answers

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Images & Visuals

	What to check	Use this	Not this
☐	Alt text	Short description	No explanation
☐	Icons	Simple, recognisable	Overly detailed icons
☐	Charts	Add text summary	Only a graphic with no explanation

Multimedia & Formats

	What to check	Use this	Not this
☐	Video/audio	Captions & transcripts	No subtitles
☐	Formats	PDF + text + slides	Only one inaccessible format
☐	Interaction	Manual play	Autoplay audio/video

Screen-reader Compatibility

	What to check	Use this	Not this
☐	Reading order	Proper H1–H2–H3	Headings made by resizing text
☐	Links	"Learn more about..."	"Click here"
☐	Text	Real text	Text inside images

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Text & Readability

	What to check	Use this	Not this
☐	Clear language	Use simple, concrete words.	Use overly complex wording.
☐	Short sentences	Break ideas into short sentences.	Very long, dense sentences.
☐	Layout for dyslexia	Sans-serif fonts, size 12–14 pt	Decorative fonts, small text
☐	Readability	Line spacing 1.4–1.6	All caps, long italics

Colour & Contrast

	What to check	Use this	Not this
☐	Contrast	Dark text on light background	Light grey on white
☐	Meaning	Icons + labels	Colour alone to show meaning
☐	Comfort	Calm colours	Neon or vibrating colours

Layout & Structure

	What to check	Use this	Not this
☐	Structure	Headings, bullets, sections	Big blocks of text
☐	Space	Clear spacing	Crowded pages
☐	Alignment	Left-aligned text	Crowded pages

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