



TEXT

- In plain language.
- Without acronyms and abbreviations.
- Without alternative characters copied from external sites.

FORMAT

- Neither in bold nor italic font.
- Not everything in capital letters.
- Not in varied case.
- Spaces, tabs or hard returns are not used to manipulate the format.

LINKS

- Descriptive and meaningful links.
- Avoid ambiguous text such as “click here” or “more information”.
- Not just the web address.
- If not possible, shorten the URL.

HASHTAGS

- In #camelCase or #PascalCase.
- Used in moderation at the end of the post.
- If many, it’s better to include them in the first comment.

EMOJIS

- Maximum of 3 emojis per message.
- If possible, stick to yellow.
- At the end of the post, but never in the middle of a sentence.
- Not used as bullet points or to replace words.



EMOTICONS

- None!

COLOUR

- Information not conveyed only by colour.
- All graphics have the appropriate colour contrast.
- Everything is understandable in greyscale.

IMAGES

- All of them (including GIFs) have an alternative text.
- Embedded text is included in the alt text or in the post.
- If an excessive amount of text is unavoidable, add the link to the webpage where it is available as readable text.

AUDIO FILES

- With transcripts.

VIDEOS

- With captions, transcripts and descriptions.

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