

# Multimedia Accessibility

As your company continues its journey toward improving accessibility and inclusivity, ensuring that all aspects of your online presence align with best practices is crucial. You'll want to consider the accessibility of multimedia content. By prioritizing accessibility in multimedia, you can enhance the user experience for individuals with disabilities and create a more inclusive digital environment.

This checklist is a practical guide to help your company ensure its multimedia content meets accessibility standards and contributes to your overarching goal of creating an accessible and inclusive website.

## ✔ Captions for Videos

- Are transcripts provided for all pre-recorded audio programs (such as a podcast)
- Does the transcript accurately represent the spoken content, including any essential sounds?

## ✔ Audio Descriptions for Videos

- Are audio descriptions included for visual content that conveys essential information, including any text that appears on screen?
- Do audio descriptions provide additional context for users who cannot see the visual content?
- Are audio descriptions integrated seamlessly into multimedia content through narration, which is the easier method, or as a separate audio track?

## ✔ Transcripts for Audio Programs

- Are transcripts provided for all pre-recorded audio programs (such as a podcast)
- Does the transcript accurately represent the spoken content, including any essential sounds?

## ✓ **Audio Descriptions for Videos**

- Is the transcript structured clearly and organized, making it easy to navigate and understand?

## ✓ **PDF Accessibility**

- Are PDF documents created with accessibility in mind, following established guidelines and best practices?
- Do PDFs include semantic markup to enhance accessibility for screen reader users?
- Is the text content of PDFs machine-readable and easy to navigate with assistive technology?
- If images are used, do they have meaningful alternative text?
- If images of text are used, is there also text on the page that provides equivalent information?
- Have you checked your PDF with an accessibility checker, such as the one in Adobe Acrobat?

## ✓ **PDF Alternatives**

- When possible, is an accessible HTML version provided as an alternative to PDF documents?
- If PDFs are necessary, are they optimized for accessibility using tools like those available in the Adobe Suite?
- Is it communicated to users when a link leads to a PDF document, allowing them to choose their preferred format?

By implementing the checklist provided, you're taking significant strides toward creating a digital environment where everyone can effectively engage with your content. Embracing accessibility not only fulfills ethical and legal obligations but also opens up new opportunities for your business. Accessible multimedia content can broaden your audience reach, improve user satisfaction and loyalty, and enhance your brand reputation as a socially responsible organization.

If you have any questions about this checklist or need guidance as you work to reach your accessibility goals, please feel free to contact your UsableNet Account Manager.



**Speak with Your  
Account Manager**