Email and Marketing Email Accessibility Guidelines

Email accessibility is the practice of designing your emails so that people with disabilities or assisted devices can view and interact with the content. This keeps us in compliance with federal law, and accessibility both enhances the learning of all, while promoting a welcoming and inclusive culture.

All staff and faculty involved in distributing marketing emails such as Mail Chimp should use best practices to ensure both ADA (Americans with Disabilities Act) compliance and to be proactively welcoming to all. Use these marketing email guidelines across daily, individual outbound email communications and marketing emails.

Here are several tips to keep in mind:

• Embed all hyperlinks rather than leaving them spelled out (see examples, below):

  Correct Link Example:
  For more details and a complete list of events, please see the school of music event calendar.

  Incorrect Link Example:
  For more details and a complete list of events, please see the school of music event calendar: https://schoolofmusic.ucla.edu/calendar/?view=events#/.

• Make sure your hyperlink is embedded with meaningful text that specifically describes it. In your emails and marketing, use meaningful link text. Make sure the link text tells your subscribers what they're clicking on. Instead of saying "Click Here," add context and hyperlink the entire phrase "Click here to view our calendar." This tells readers what to expect when they click the link.

  Incorrect Link Example:
  For more details and a complete list of events, please see the school of music event calendar here.

• Choose large and readable fonts (UCLA suggests Arial or Helvetica for digital communications).

• Use proper alt text (alternative description) for images: provide a brief description of the image displayed to help readers who can't view your images. Alt text should be short and descriptive. When you insert an image in Mail Chimp there is a helpful field for alt text.

• Caption all video and provide transcripts for all audio.

• Avoid complicated animations and images.

For complete guidelines, please visit the UCLA Brand Guidelines website for Email Best Practices.

October 28, 2019