



CAMPAIGNING ACCESSIBILITY GUIDELINES

Everything you need to know about staying accessible this
election season



ISSU
IRISH SECOND-LEVEL
STUDENTS' UNION

1 INTRODUCTION

As a union that strives to represent all students, it is essential that we follow through on our promises of accessibility and remind ourselves that we are a union for the many and not the few.

Developing a set of guidelines to assist us in creating an accessible space is a positive way to help us all through this process. These can alert us to the many different things we can do as an organisation that can include all of the students we represent.

The guidelines that follow are informed by universal policies of accessibility, as well as the Directive (EU) 2016/2102 of the European Parliament and of the Council that states that public bodies are required to ensure their websites and apps are accessible to persons with disabilities by 23 September 2020, and the ISSU's own Accessibility Guidelines.

These guidelines have been drafted by the Disability Officer for the campaign period of An Chomhdháil Bliaintiúil 2023.



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2 SOCIAL MEDIA

Every social media post created by a candidate is strongly advised to include the following to ensure the seamless use of screen readers for those who have visual impairments.

2.1 Twitter

- Images described with alternative text (ALT text) where possible. If you are using an app such as Later, etc, to automatically post on a schedule, you can include the ALT text in the caption of the post, e.g., in your caption you could include:

Today was such a fun day! I went to the zoo with my friends and we saw a lion and a tiger!

ALT: Three girls posing for the camera in front of a sign reading "Lion Enclosure", one giving a thumbs up, with a lion in and trees in the background.

- Handles should be separated by words instead of clumped together, e.g.
 - Today I met @TaylorSwift in @DublinCity
- Should instead be: Today I met Taylor Swift in Dublin City! @TaylorSwift @DublinCity
- Structured hashtags with capitalisation are easier to read, e.g. #michaeldhigginsforpresident
- Should instead be: #MichaelDHigginsForPresident
- **Captioned videos** with transcripts attached where possible.



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2 SOCIAL MEDIA

2.2 Instagram

- Images described with alternative text (see 2.1)
- Handles separated by words instead of clumped together.
- Structured hashtags (see 2.1)
- Captioned videos, reels, and stories with transcripts attached where possible, and correct captions.
- Text placed on graphics must also be in the caption.
- Main text on Instagram graphics must be 24-28pt.
- Headings on Instagram graphics must have a separate post.
- Avoid overly busy backgrounds by, for example, reducing opacity.

2.3 Facebook

- Images described with alternative text
- Handles should be separated by words, instead of clumped together
- Structured Hashtags
- Captioned videos with transcripts attached where possible.



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3 CONTENT

Every video, graphic and image produced by the candidates, is strongly advised to include the following, to ensure the accessibility and inclusivity of content created online, and of the campaigns.

3.1 Videos

- All videos posted online by the candidates, including but not limited to TikToks, Instagram Reels, Youtube videos, stories, etc, must be captioned and contain a transcript where possible. Captions must be correct and match what the speaker is saying.
- Videos must be clear, concise and to the point.

3.2 Graphics

- Colour contrast is a very important readability consideration for anyone with visual difficulties. To see a list of accessible colour combinations tap [here](#). Green text should also be avoided if possible as some people with Dyslexia have difficulty reading green writing.
- Web Content Accessibility Guidelines (WCAG) 2.0 recommend at a minimum, a ratio of 4: 5: 1 for large text and 7:1 for other text and images.
- Graphic text must be 24-28pt.
- Headings should always have a separate graphic
- Text on graphics must be written in Instagram captions.
- Large blocks of text should be avoided and bullet points should be used where possible instead.
- Images must be described using ALT text.



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3 CONTENT

3.3 Manifestos

- Manifestos follow by many of the guidelines for graphics (shown above)
- Plain background manifestos are also encouraged to be submitted alongside your own manifesto.



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