

Subject: **Enhancing accessibility of Email**



Be mindful of subject line accessibility.

- Use a concise subject line. Avoid a blank subject line.
- Avoid spam-like subject line, e.g., using too much punctuation or symbols.
- Avoid using all capital letters.

Use HTML message format.

- Support accessible formatting such as hyperlinks with link texts and Alt Text to images.

Avoid image-only email content without any supplementary text

➤ such as infographics, posters.

- Images would be inaccessible to assistive technologies. Some browsers may block images as well.
- Recipients do not want to go through a series of inaccessible contents before they can come to any text content that is more accessible, if any.

Provide Alt Text and transcript of images.

- Put the note of "Text version follows the poster" at the beginning of the email so that recipients can go to the text version directly.

Be mindful of the accessibility of the attachments.

- Give each email attachment a descriptive name.
- If there are many attached files, briefly introduce the attachments within the email content to facilitate recipients' understanding.

Use accessible signature.

- Insert Alt Text for images in the signature.

Subject: JOIN AND SHARE~~~!! @v@

Not preferred

Better examples

ABC Annual Meeting
Text version follows the poster.

Send



Virtual Learning Accessibility Toolkit

PDF: <https://doi.org/10.25442/hku.22579006>

#IDEAL_VLa1lyToolkit

Website: <https://vaccessibilitytoolkit.hku.hk/>

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