


4 Tips to Create More Accessible Emails

1. Think about your links!

- **DO** use descriptive text with your links. Avoid things like “click here,” or read more here which can be missing context and be difficult for those using screen readers.
- **DO NOT** paste the full address of link because screen readers will read the entire link aloud.
- **Example of a descriptive and contextual link:** Please fill out your timesheet on Garnet Gateway.

2. Pay attention to how you use color!

- **DO NOT** use color-only to convey information.
- **DO** make sure that there is good contrast in colors between the background and the foreground
- **Examples using color**
 - “Names are in bold and highlighted in yellow: **Jane Jones**”
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3. Use emojis sparingly!

- **DO NOT** use too many emojis in a row as this can be distracting for those using screen reader software.
- **DO** keep in mind the screen readers read the alt-text of emojis aloud; eg. 🍷🔥👩 = “roasted sweet potato heart on fire shrugging woman”

4. Make sure key information is in text format!

- **DO** make sure that any important information shared in an image, screenshot, or graphic is also written out in text