



### TEXT

- In plain language.
- Without acronyms and abbreviations.
- Without alternative characters copied from external sites.

### FORMAT

- Neither in bold nor italic font.
- Not everything in capital letters.
- Not in varied case.
- Spaces, tabs or hard returns are not used to manipulate the format.

### LINKS

- Descriptive and meaningful links.
- Avoid ambiguous text such as "click here" or "more information".
- Not just the web address.
- If not possible, shorten the URL.

### HASHTAGS

- In #camelCase or #PascalCase.
- Used in moderation at the end of the post.
- If many, it's better to include them in the first comment.

### EMOJIS

- Maximum of 3 emojis per message.
- If possible, stick to yellow.
- At the end of the post, but never in the middle of a sentence.
- Not used as bullet points or to replace words.



### **EMOTICONS**

- None!

### **COLOUR**

- Information not conveyed only by colour.
- All graphics have the appropriate colour contrast.
- Everything is understandable in greyscale.

### **IMAGES**

- All of them (including GIFs) have an alternative text.
- Embedded text is included in the alt text or in the post.
- If an excessive amount of text is unavoidable, add the link to the webpage where it is available as readable text.

### **AUDIO FILES**

- With transcripts.

### **VIDEOS**

- With captions, transcripts and descriptions.