# Top Ten Tips

## Ally Ship Accessible Comms Checklist

### Use CamelCase Hashtags

### Always offer Captions

### Ensure all images include Alt. (Alternative) Text

### Use High Contrast Colours

### Provide a Variety of Formats (text, video, audio. . .)

### Clarification of Specialised Terms/Phrases (no jargon)

### Use Emojis Sparingly

### Use Sans Serif font, greater than 12pt for print

### Be Mindful of Language Use

### Don’t Assume you Don’t have a disabled audience.