# Microsoft Outlook Microsoft Outlook icon

# Making Email Accessible

## Best Practice

* Font – use a large, clear font size and style e.g. Arial 14.
* Set font colour to automatic.
* Avoid using all capital letters, italics or underlines. Include white space between sentences and paragraphs e.g. set line spacing to 1.5.
* Keep everything left aligned.
* Maintain a logical reading order.
* Use a descriptive subject line.
* Avoid using text in images as the sole method of conveying important information. If you must use an image with text in it, repeat that text in the document.
* Add alt text to all visuals - Alt text is what someone using a screen reader will hear when navigating over an image. If the image fails to download alt text will display in its place.

**How to add alt text** – In Outlook 2016 and later insert the image in your email, right click on image menu, select Format Picture, Layout & Properties. Select Alt Text and add a description of your image.

* When including links to websites or folders etc. It is best practice to use Hyperlinks rather inserting the whole URL. Make sure your hyperlink is descriptive.
* If attachments are present, advise the reader of the number and file type.
* You can request accessible content using Outlook 365.

|  |
| --- |
| Visibility Scotland is the trading name of GWSSB (formerly Glasgow and West of Scotland Society for the Blind). GWSSB is a company registered in Scotland, limited by guarantee with its registered office at 2 Queen’s Crescent, Glasgow, being a recognised Scottish Charity. Registered number SC116552. Scottish Charity Number SC009738. |

# End of document