

Digital Accessibility for Communicators

If your communications can't reach all the members of your audience, you may be missing out on some great opportunities. So who is this untapped market? People with disabilities. In the United States, more than 28.7 percent, or 1 in 4 adults, have some type of disability according to the Centers for Disease Control (2024). Worldwide, roughly 1.3 billion people report having a disability.

So what do you need to do to reach them? Make sure your content is accessible. By crafting your content a little differently, you can expand your reach without changing your messaging.

Digital accessibility involves designing content so people with disabilities can perceive, understand, navigate, and interact with it in the way that works best for them, giving everyone an equal experience.

Why Communicators Need Accessibility Knowledge and Skills

Accessibility is about removing barriers between you and your audience. If your message is clear and usable to people regardless of how they access it - it's accessible.

Risks of Not Embracing Accessibility

- Your digital content will become invisible because AI and SEO ignore it.
- You could cost your organization money or reputation due to a lawsuit.
- You'll miss out on reaching members of your target audience who could become leads, donors, supporters, etc.
- You'll limit your career growth and professional opportunities.

Get Started - Build On What You Know

Getting started with accessibility doesn't mean starting from scratch. You already use skills like intentional design, clear writing, and organizing information in ways that make sense. Accessibility builds on those skills to help your content reach more people.

It's normal to feel unsure where to begin, but a simple learning path, like the one curated through Luminary Content, can guide your skill-building step by step. Accessibility isn't about doing everything perfectly. Even small changes can go a long way toward building trust and stronger connections with audiences.



Misty Curn
misty@luminarycontent.com
luminarycontent.com