



2023

CANADIAN CONGRESS ON
DISABILITY INCLUSION

CAREER FAIR EXHIBITOR INFORMATION GUIDE

WELCOME MESSAGE

Dear Exhibitors,

Employment and Social Development Canada (ESDC) is pleased to announce the second annual Canadian Congress on Disability Inclusion (CCDI) will take place from May 24-26, 2023. As part of CCDI 2023, ESDC is hosting a Career Fair on **May 26, 2023**, from 11:00-18:00 (ET) to connect persons with disabilities with employment services and job opportunities.

Diversity and inclusion are key drivers in building a welcoming labour market that establishes more creative and agile businesses that attracts and retains qualified employees. There are hundreds of thousands of working-aged Canadians with disabilities who are ready and eager to work, that also have the skills, enthusiasm and potential to bring great value to your organization. Hiring persons with disabilities helps create inclusive workplaces that benefits everyone.

The Career Fair aims to connect job seekers with employers and employment centres to improve employment outcomes. Helping to remove barriers to employment is an essential step towards building and maintaining accessible and inclusively designed communities and workplaces across Canada.

ESDC looks forward to your participation to recruit a diverse, talented, and skilled workforce.

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What's New for CCDI 2023



Below you will find a summary of relevant and important changes for this year's Career Fair. We are pleased to announce the series of new features to help Exhibitors connect with registered attendees and potential job seekers.

Time and Duration

The Main Stage of CCDI 2023 will take place from **May 24-25, 2023**, from 10:30 - 17:00 (ET). Virtual doors for the Main Stage will open each day at 9:30 (ET) so that attendees can explore the virtual venue and exhibit halls.

To accommodate registered job seekers from across Canada, the Career Fair will take place on **Friday, May 26, 2023**, from 11:00 - 18:00 (ET), independently from Main Stage events.

Exhibitors are encouraged to have at least one designated representative online for the duration of the Career Fair.

Career Fair Format

This year, CCDI's Career Fair will be divided into two main virtual areas:

- A **Job Centre**, which will showcase employers dedicated to employment diversity, equity and inclusion, who are looking to recruit people to fill available or upcoming employment opportunities for all levels of experience and education.

- An **Employment Support Centre**, which will showcase organizations that assist persons with disabilities in finding local employment supports and resources in their region. Services could include counselling, training (i.e., how build resumes or write cover letters), or help finding job placements.

If your organization would like to participate in **both** the Job Centre and the Employment Support centre, it is recommended your organization create **two separate booths** so that your organization is showcased in both virtual halls.

Participation and Display Guidelines

The purpose of the Career Fair is to facilitate meaningful interaction with potential job seekers. Exhibitors must also demonstrate that their virtual booth includes a thorough description of their organization and their job opportunities or their employment services.

Carefully review this guide for information and participation requirements. Kindly note, exhibitors that do not adhere to the display guidelines will be required to modify their booth or risk having it removed from the Career Fair.



Venue and Features

vFairs will be CCDI 2023's exclusive bilingual and accessible virtual platform that is compliant with WCAG 2.1 Level AA Standards. Exclusive features of the platform include:

- Interactive exhibit halls and virtual booths.
- Dedicated Help Desk for exhibitors and job seekers (with ASL/LSQ).
- Enhanced networking via text, audio and visual chat.
- Advanced scheduling.
- Simple booth setup and customization.
- Exhibitor and job search capabilities.

The number of interactive features available this year will increase exhibit booth interaction, benefiting both attendees and exhibitors.

Responsibilities of Exhibitors

Building a virtual booth does not have to be difficult or time consuming. Carefully review this guide to understand the roles and responsibilities for you and your organization.

Exhibitors that would like to participate in the Career Fair are strongly recommended to assign one (1) Exhibitor Content Administrator and at least one (1) Booth Representative. The Administrator cannot be the same as the Booth Representative.

Keep in mind, the size of your team will depend on the size of your virtual booth (i.e., the amount of information you want to add) and the number of jobs/services you want to showcase. Official roles and responsibilities are outlined in this document; however, the roles and responsibilities of additional members are entirely at your discretion.

Training and Assistance to help you build your booth

ESDC will provide exhibitors with a virtual training session on how to build their virtual booth on **April 20, 2023**, and another on how to use the virtual platform on **May 12, 2023**. The training webinars will be bilingual and include captions and ASL/LSQ interpretation.



ESDC will record and publish the training sessions on vFairs so that exhibitors can reference the sessions as they develop their booth.

For additional information and specific instructions on how to build your booth, you can also visit vFair's [Booth Setup Form Support](#) (available in English only) or you can send your questions directly to the CCDI Mailbox: edsc.congress.can.acc-can.congress.acc.esdc@hrsdc-rhdcc.gc.ca.

Official Languages

As per the *Official Languages Act*, all Federal Government departments and agencies participating in the Career Fair must have a bilingual virtual booth. This includes:

- All content including documents, images, banners, signage and videos.
- Links to external websites.
- Social media and other communications (Emails and Facebook, Instagram and Twitter posts advertising your participation).
- Identifiable Bilingual or English and French booth representatives. Organizations that do not have bilingual staff are strongly encouraged to secure interpretation services.

For all other governments and organizations that wish to participate, we highly encourage your virtual booth be in both Official Languages (English and French) **only if** your organization and/or the advertised employment positions are bilingual. If your organization is unilingual, you **do not** need interpretation services.



Interpretation Services

For all Exhibitors taking part in the Career Fair, please note that ESDC will **NOT** provide the following services:

- English and French translation
- American Sign Language (ASL) and Langue des signes québécoise (LSQ) interpretation

Exhibitors are encouraged to secure all necessary accessibility services required for their participation in the Career Fair, if such services are a regular accommodation that your organization provides to employees.

Kindly note, due to the limited number of interpreters available, it is recommended you book interpreters well in advance.

Information Checklist

To captivate the attention of job seekers, we encourage all exhibitors to follow the virtual booth requirements outlined in the Information Checklist (see pages 13-18). This checklist identifies important information your virtual booth should include, including:

- Organization description and information, including your commitment to diversity and inclusion, as well as employment accommodations and benefits.
- Contact information and social media.
- Employment opportunities or support services.
- Booth Representatives and chat schedule.
- Videos and downloadable documents and resources.
- Links to external websites.

Following these requirements will improve the interaction and number of visits from job seekers to your booth. Virtual booths that provide relevant, clear and concise information garner a larger turnout and greater interaction.

Accessibility Checklist

As an employer dedicated to accessibility and disability inclusion, we encourage every exhibitor to make sure their virtual booth content is accessible for persons with disabilities. By following the requirements outlined in the Accessibility Checklist (see pages

19-20), you can greatly improve the accessibility of your content. The checklist identifies important information and general accessibility considerations that your organization should consider, such as:

- Simple, clear and concise language.
- Alternative Text for images, tables and charts.
- Proper text formatting for the web.
- How to engage with attendees.
- Language , accommodations and accessibility services.

Making sure your documents are accessible for all types of disabilities will improve your organization's ability to reach a larger audience and pool of potential candidates.

Contact us

Have questions or concerns? Send us an email through the Canadian Congress on Disability Inclusion Mailbox: edsc.congress.can.acc-can.congress.acc.esdc@hrsdc-rhdcc.gc.ca.

Please note, we aim to respond to all requests within 12 hours, however, some replies may take up to 72 hours.





Responsibilities

Interested in participating in the CCDI 2023 Career Fair? Use the following summary to understand the roles and responsibilities for you and your organization.

ESDC's Role: Career Fair Organizer

The Accessible Canada Directorate (ACD) of Employment and Social Development Canada (ESDC) is responsible for hosting the national Career Fair at CCDI 2023.

As the lead organizer, ACD will be your main point of contact prior to, during and after the Career Fair. ACD's core responsibilities include providing:

- Exhibitors with the applicable URL link and credentials to access vFairs and the **Booth Setup Form**.
- Training on how to use the virtual platform and where to access vFair's guides, videos and other essential training programs.
- General guidance and directives for booth content creation, including minimum information and accessibility requirements.
- Instructions and guidance for speakers within your organization.
- Responses to frequently asked questions.

ACD will have representatives and support staff present at the virtual Career fair through a Welcome Information Booth to promptly answer exhibitor and attendee questions.

Employers' Role: Exhibitor Content Administrator

Each department or organization that would like to participate in the Career Fair is strongly recommended to assign one (1) Exhibitor Content Administrator. The Administrator's core responsibilities include:

- Submitting their department or organization's application to participate in the Career Fair.
- Collating the required content to populate the virtual booth in vFairs through the Booth Setup Form, on behalf of your department or organization.
- Following the Display Guidelines, adding job vacancies, if available.
- Following the guidance, rules and best practices provided by vFairs and other requirements outlined within this guide.
- Managing the list of Booth Representatives, providing each representative with their unique sign-in credentials to access vFairs.
- Ensuring each Booth Representative understands the requirements of their participation.
- Sharing instructions with Booth Representatives on how to set up their profile, and how to engage with attendees through the chat, moderated Q&As, meeting schedulers, etc. to be used on the day of the virtual fair.

- Booking translation and other accessibility services, if required.
- Liaising with the Fair Organizer (ACD) to seek clarification, ask questions or resolve issues.
- Passing along updates received from ACD to Booth Representatives and responding to any frequently asked questions.

The the Exhibitor Content Administrator **must** complete the account activation for all Booth Representatives no later than **May 22, 2023**, to allow Booth Representatives to complete their account set-up prior to the day of the event.

Employers' Role: Booth Representatives

Engaging with potential job seekers is the key to your organization's success. We encourage your department or organization to assign at least one (1) Booth Representative to chat and engage with visitors at your virtual booth. It is not recommended to have more than 10 Booth Representatives, however, more are permitted if your organization anticipates a higher volume of interaction. Exhibitors are also welcome to develop a schedule to meet the needs of their organization.

Once the Exhibitor Content Administrator completes the account registration for each individual, Booth Representatives are strongly encouraged to:

- Use the email invitation to set up their account password.
- Log in with their new credentials to add/update their profile information.
- Add a schedule to show attendees their availability to chat.
- Familiarize themselves with the vFairs virtual platform.
- Attend departmental or organizational training offered by your Content Administrator.
- Review important departmental or organizational documents in advance.

On the day of the Career Fair, the core responsibilities of the Booth Representatives include:

- Logging in with their individual credentials.
- Updating their Booth Representative profile with their scheduled availability to chat, if changes are required.
- Interacting with visitors and answering attendee questions.
- Moderating the Booth Chat and Q&A page.

Booth Representatives should be available to interact with attendees in real time, schedule interviews, and answer questions about your department or organization and the employment opportunities/services you provide,



Important Timelines

If you are interested in participating, make sure to apply to the [Exhibitor Application Portal](#) no later than **May 5, 2023**. Late applications will **NOT** be accepted.



Understand Requirements

Review the Exhibitor Information Guide, attend the training webinars, and consult the vFairs website for more information to familiarize yourself with CCDI's dedicated virtual platform.

Deadline to Apply

Submit completed application by **May 5, 2023**.

Exhibitors will receive a notice of approval up to one week after submission. Incomplete applications will not be accepted.

Your Exhibitor Content Administrator is responsible for monitoring their mailbox for important updates.

Virtual Platform Training

Approved exhibitors will have a virtual training session on how to build their virtual booth on **April 20, 2023**, and another training session on how to use the virtual platform on **May 12, 2023**. The training webinars will be bilingual and include captions and ASL/LSQ interpretation.

ESDC will record and publish the training sessions on vFairs so that exhibitors can reference the sessions.

Build Virtual Booth

Upload all necessary materials to your virtual booth by **May 15, 2023**, by following the steps outlined in the Booth Setup Form.

Once completed, submit your booth to notify ACD you are ready to proceed with the Accessibility Audit.

Review Checklists

Review the Accessibility and Information Checklists in the annexes of this Guide to ensure that your booth is ready and your content is thorough and informative.

Prepare Materials

Prepare all necessary materials (videos, text, images, other essential files, etc.) to your virtual booth.

Reserve accessible services (English/French Translation and ASL/LSQ Interpreters), if required.

Watch for important updates

Continue to monitor your mailbox for important updates and information.

On **May 16, 2023**, ACD will reach out to exhibitors with inactive or incomplete booths to confirm if they are still interested in participating. Exhibitors that do not respond within **3 business days** may have their booth removed from the Career Fair.

Accessibility Audit

ESDC will audit each virtual booth to ensure exhibitors are compliant (i.e., there is sufficient content available and accessible). Exhibitors are responsible for the accessibility of their content.

Exhibitors will have until **May 19, 2023**, to make corrections or any other adjustments to their virtual booth.

Confirm Information

Add the final touches to your virtual booth. Confirm translation and accessibility services.

Ensure your Booth Representatives and other volunteers and staff are prepped and ready no later than **May 22, 2023**.

Make sure everything in your virtual booth appears and downloads the way it is intended.

Download Analytics

Exhibitors will be able to download analytics (i.e., number of attendees, document downloads, chat history, etc.) after the event.

ESDC will confirm the deadline to download analytics to the Exhibitor Content Administrator.

Career Fair Day!

Have all Booth Representatives and other volunteers or staff sign in using the log-in credentials provided, no later than 11:00 (ET).

Make sure to interact with registered attendees!

Exhibitor Booth Setup Steps



This overview highlights the necessary steps to create your virtual booth. Once your application is approved, ESDC will provide each exhibitor with the required link to access the **Booth Setup Form**. Click on the link to open the form and then select the “**Get Started**” button to begin the booth setup process.

Follow the Information and Accessibility Checklist as you build your virtual booth. For specific instructions, attend ESDC's webinar on how to build your virtual booth. If your department or organization cannot attend, ESDC will share a recording of the training webinar. Recordings will be available in English,

French, and include captions and ASL/LSQ interpretation. For specific instructions, you can also visit [vFair's Booth Setup Form Support](#) (available in English only) or you can send an email directly to the CCDI Mailbox: edsc.congres.can.acc-can.congress.acc.esdc@hrsdc-rhdcc.gc.ca.

Exhibitors **must** complete their virtual booth by **May 15, 2023**, so that ESDC can undertake an accessibility audit. The purpose of the audit is to help Exhibitors identify and correct accessibility barriers associated with their virtual booths or content. Exhibitors will not be able to make changes to the virtual booth until the audit is complete.

Once the audit is complete, Exhibitors will have until **May 19, 2023**, to complete any changes or corrections. Your booth **must** be finalized by this date so that attendees and job seekers can preview the booths in advance. Please note that booth representatives may be added or modified up until **May 22, 2023**.

Step 1:

Open "Welcome" email to get started

Step 2:

Log in and add organizational details to your booth

Step 3:

Add Job Opportunities or Employment Services

Step 4:

Upload banners, images or posters

Step 5:

Upload documents links and videos

Step 6:

Add Booth Representatives and their schedules

Step 7:

Select booth design and add additional navigation content tabs, if required

Step 8:

Submit and preview your virtual booth; test links and downloads

Step 9:

Review ESDC's Accessibility Audit

Step 10:

Complete any changes to your booth, if required

General Advice

Sign In and Passwords

Once your application is approved, ESDC will provide each Exhibitor Content Administrator with the required link to access the Booth Setup Form. Click on the link to open the form and then select the “**Get Started**” button to begin the booth setup process.

Booth Representatives must create their password only after the Exhibitor Content Administrator has added their name to the virtual booth.

If you experience trouble accessing the platform or have forgotten your password, the virtual platform has a “**change password**” feature. Click on “**Create a new password**” to enter a new password and click on save.

Save Changes

Make sure to always click “**Save and Continue**” before moving to the next step. A “**Changes Detected**” prompt message will display in a separate window when changes are not saved.

Reviewing your booth

The review section enables you to view your page and the content of your booth after which your booth is generated and integrated to the event. Take the time to carefully review the content of your booth, making sure that all documents, links and images appear correctly, links are attached to your page, and all content is accessible.

After submitting your booth, you will have the option of mailing a summary of your booth to yourself and any other colleagues.

Two Days before the Event

Up to two days to the event, the Booth Content Administrator is responsible for undertaking the final preparations, including:

- Previewing your virtual booth and adding any last minute corrections.
- Making sure that each Booth Representative’s profile is and schedule is ready and that they have access to the mailbox and the chat function.
- Ensuring that all Booth Representatives have their login/password information and can successfully access their profile and the event.

Career Fair Day

Make sure to always have at least one Booth Representative available during the event to engage and network with the visitors.

ESDC will have a help desk available to assist you with any questions or concerns during the event.

Questions and Support

If you have questions or encounter technical problems or issues, please contact ESDC through the CCDI Mailbox:

edsc.congres.can.acc-can.congress.acc.esdc@hrsdc-rhdcc.gc.ca

Please note, we aim to respond to all requests within 12 hours, however, some replies may take up to 72 hours. When reporting issues, please provide specific details so that we can better assist you and to resolve the issue as quickly as possible.

Annex A:

Information Checklist



This checklist is to help your organization captivate the attention of attendees and job seekers. Providing basic information helps job seekers understand if your organization is the right fit for them.

Organization Description Field

The Organization Description field is the main source of information for attendees. Every organization must add general information about their department or organization. Virtual booths with clear, concise and relevant information will promote greater interaction from participants.



Consider including a short summary of your commitment to diversity and inclusion.

Required Information:

- Department or organization name
- Department or organization description (max. 20,000 characters).

Videos and Images (banners, logos or other photos)

Draw attention to your booth by uploading images, such as a banner, logos, posters or other visuals that help showcase your organization.

Upload an unlimited number of videos (YouTube or Vimeo) to promote your organization. You can use videos to summarize the work of your organization or announce upcoming initiatives.

Required Information:

- Department or organization banner and logo. Images must be uploaded in ascending order to ensure proper placement.
- Images must be .jpg or .png and cannot exceed 5mb. Ensure to follow the dimension limits for each placement in your booth.
- Ensure video name is in the same language as the video. Videos must be setup on YouTube or Vimeo and made public and embeddable for them to work within the virtual booth.
- Posted videos should include closed captioning. If closed captioning is not available, attach downloadable transcripts in the Documents section of your booth.

Virtual Booth Representatives

Booth Representatives are responsible for interacting with booth visitors, moderating the booth chat, and answering attendee questions. Make sure to add Booth Representatives so that they can chat publicly with attendees in groups or privately one-on-one.



Prompt conversations with visitors by using the Booth Chat to share important information about your department or organization.



Add and update a **Chat Schedule** to your booth to let participants know when each Booth Representative is available.



To distinguish themselves from other attendees, Booth Representatives should use their organization name and "Rep" as their first name, and their actual name as their Last Name.

Required Information:

- Assign Booth Representatives to chat and engage with visitors at your virtual booth, one of which should be available throughout the duration of the Career Fair.
- Add schedule to showcase available meeting times.
- Ensure proper naming of Booth Representatives (e.g., ESDC Rep, Shaun Riccardi).
- Activate ability to Chat in the Booth Setup Form (confirm time zone if activated).

Contact Information and Social Media

If your organization would like job seekers to reach out to you after the Career Fair, make sure to add the contact information of a Booth Representative or an alternative main contact or generic mailbox.



Don't forget to regularly post your participation on your organization's Website, Facebook, Instagram, Twitter, YouTube and LinkedIn profiles to increase awareness of your participation leading up to the Career Fair.

Required Information:

- Contact information of either a generic mailbox or person (include name, email).
- Department or organization website and social media accounts (Facebook, Instagram, Twitter, YouTube, LinkedIn, etc.).



Employment Opportunities - Job Centre

Exhibitors participating in the **Job Centre** of the Career Fair must highlight available employment opportunities to help job seekers find positions that are suited to their skills and experience. If your organization is not actively hiring, disclose that you are seeking candidates for future availabilities.



If you have specific job vacancies you want to showcase, add them to your booth through the Booth Setup Form. Indicate the level of experience and education required for the positions you are showcasing.



To capture the interest of potential job seekers, consider highlighting any accessibility accommodations that your organization provides (e.g., working from home, adaptive software, flexible work arrangements, etc.).

Required Information:

- Highlight the number and type(s) of employment opportunities available, and any other information to help job seekers understand the requirements of the work involved.
- For specific job vacancies, add the job title, location, description and number of vacancies.
- Indicate the required level of education, experience, language or any other requirements required for the advertised job opportunities.

Employment Services - Support Centre

Exhibitors participating the **Employment Support Centre** of the Career Fair must indicate the programs and services they provide that serve to help persons with disabilities in their pursuit of employment. Services could include professional development, cover letter and resume writing, support with applying for jobs, networking, interviewing, employer matching, accessing paid internships, among others.



Consider providing downloadable resources and documents like handbooks, guides and templates.



Include the locations in which your organization operates so that participants know which regional offices they should connect with.

Required Information:

- Highlight the programs and services your organization provides.
- Indicate where your services and programs are located.
- Include important organizational details, including website and contact information (email, phone number, etc.)

Documents

Exhibitors have the capability to upload an unlimited number of documents to share with attendees. Creating downloadable summary documents are a great takeaway for participants to remember your organization, however, they are not a feasible replacement for building your virtual booth. You can add documents after adding the basic booth information in the **Booth Setup Form**.



Consider following the naming convention "**Booth Name - Document Title**" so that attendees can easily identify the source and contents of their documents.



If your department or organization is bilingual, it is strongly recommended to you create separate English and French documents. Bilingual documents are allowed if each paragraph is properly attributed as English or French text. **DO NOT** use a table for the sole purpose of separating English and French text in the same document.

Required Information:

- While different file types are compatible with vFairs, uploading Word and PDF documents are strongly recommended so that attendees can preview them from within the virtual booth.
- Each document cannot exceed a maximum of 5MB.
- Make sure the name of each document is in the same language as the content of the document.

Language

Government of Canada departments and agencies participating in the Career Fair must include bilingual content. For all other participating governments and organizations that are **bilingual** (i.e., committed to offering services in English and French), it is strongly recommended to also include bilingual content:

- All virtual booth content should be bilingual, including all text, documents, videos, hyperlinks, banners, etc.
- Create separate documents for French and English information; try not to present all information in one bilingual document.
- Have an English-speaking and French-speaking representative, or at least one bilingual booth representative available, with a dedicated schedule to illustrate when the bilingual representative will be available to meet with attendees.

If your organization offers American Sign Language (ASL) or Langue de signes Québécoise (LSQ) as a regular workplace accommodation, you should have at least one ASL or LSQ interpreter available at your booth.

Navigation Content Tabs

Navigation tabs are an additional **optional** mechanism for exhibitors to provide more content or information to attendees. These tabs appear just below the booth display when an attendee clicks on a booth in the exhibit hall. It is strongly recommended not to add more than 7 content tabs so that the navigation bar does not look congested.

To add a navigation content tab, click on the **+Add** button against the **External Links**. The **New External Link** popup form will open up.

New External Link

External Link Type

Select a Type

Select a Type

External Link

HTML Content

Business Card

Leave a Message

Like Us

Q&A

Link Title

Link Title (Other lang)

Cancel Save

Once the New External Link window opens, you will be able to select and add the following additional tabs:

External Link:

Create a content tab that leads attendees to an external URL in a new tab.

HTML Content

Display content in a popup window instead of redirecting the event attendees to an external URL in a new tab.

Business Card

This option acts as a virtual card exchange. When an attendee clicks on the content tab, their profile information will be shared in the form of an email and sent to a designated email address.

Leave a Message

Since the booth chat is available only when the event is live, exhibitors may want a supplementary way for attendees to contact them after the event. Enabling the Leave a Message tab would allow attendees to leave a message for the Exhibitor Content Administrator after the event is over.

Leave a Message

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Like Us

This option works exactly like the Facebook “like” feature with a display of total likes appear on the navigation bar at the bottom of your booth. When attendees click on the Like Us tab, it adds to the total likes count and is displayed on the tab.

Question and Answer (Q&A)

Enabling this activates a moderated booth Q&A section. When attendees click on the Q&A tab of a booth, a Q&A page opens in a popup window. By default, the Q&A page is public i.e. attendees can see the questions posted by other attendees.

When activated, Booth Representatives will be able to moderate the chat on the Q&A page by hiding comments or removing attendees. Once a question or comment is hidden, there is no way to unhide it. If a booth admin visits another booth, the Q&A option of that booth will not be visible. Booth Administrators can only see and access the Q&A page of their own booths.



Annex B:

Accessibility Checklist



This checklist is to help exhibitors identify the most common accessibility barriers and issues identified with content and information added to your virtual booths. Carefully review the following checklist to make the necessary corrections that may apply to your virtual booth content. ESDC will be undertaking an audit the third week of May 2023. Please ensure to complete your revisions by noon on **May 19, 2023**.

General Accessibility

- All content should be written in simple, clear and concise language. 
- Follow appropriate web style and formatting. 
- Utilize the Accessibility Checker (Microsoft Products) to identify and correct any accessibility issues located within your documents before adding the content to your booth. 
- Use bold and italics sparingly. 
- Include appropriate subheadings to organize your information. 

Pictures, Images, Diagrams and Videos

- All pictures and images must have alternative text. Keep alternative text short, concise and descriptive. The text should convey the visual content. 
- Mark images added purely for aesthetic purposes as "decorative." 
- Provide captions and a text transcript for videos, if possible. 
- For complex images like diagrams and charts, provide a text description of the illustrated information in addition to the alternative text. 

Hyperlinks

- Ensure to write descriptive links and avoid vague statements such as "click here" or "read more". A link must describe the content a person will find once they click on it. 
- Follow the standard style guide for hyperlinks by ensuring that hyperlinks appear interactable seen as blue-and-underlined texts. 
- Double check all external links and contact details to ensure they lead to the appropriate website/location. 
- All hyperlinks should lead to the corresponding pages in the language that they are referenced. 

Documents and Attachments

General considerations:

- Documents must have meaningful titles named in the language that they are written. 
- Consider providing documentation in alternative formats, like large print , if possible. 
- Ensure to follow these best practices for making your document accessible: 
 - Use sufficient contrast for text and background colours.
 - Ensure that colour is not the only means of conveying information.
 - Ensure hyperlinks are properly formatted and contain the correct links.
 - Use proper headings, styles and margins. Always add page numbers.
- Tables are not an appropriate mechanism for separating English and French text in the same document. If you must use a table to simplify data: 
 - Structure the data to make the table as simple as possible.
 - Always have a title and specify row and column header information.
- Add alternative text for all images. 
 - Images with lots of text should be avoided. If a photo contains text, make sure to add it to the alternative text.
 - Mark images added purely for aesthetic purposes as “decorative.”
 - For complex images like diagrams and charts, provide a text description in addition to the alt-text.

PDF documents:

- Run the Accessibility Checker before generating your PDF to make sure your document is accessible. 
- Add fillable form fields and descriptions. Don't forget to set the tab order. 
- Tag the PDF and add other accessibility features: 
 - Set the document language and reading order.
 - Making sure that security settings don't interfere with screen readers.
- Use the tab key to navigate through your PDF document for all input fields, and links, to make sure information navigates in the correct order. 
- Evaluate the PDF and repair tagging problems with Acrobat Pro. 

