

ACCESSIBILITY CHECKLIST FOR VIRTUAL PROGRAMS

North Carolina Arts Council



The North Carolina Arts Council is committed to promoting the arts for all people. When a virtual arts event or program is developed, accessibility should be a priority in the initial planning phase. This checklist will help you design virtual programs and events that are easily accessible by audiences with disabilities. For questions or to request additional resources, please contact the North Carolina Art Council's accessibility coordinator, Kathleen Collier, at kathleen.collier@ncdcr.gov or at 919.814.6515.

Program Planning Stage

- Itemize accessibility accommodations in your overall program budget.** These may include budgeting for live captioning, sign language interpretation, or other accommodations that site users might request.
- Review the online platform you are planning to use for hosting the virtual event.** Evaluate the accessibility features that the platform offers and note those that it lacks.
- Does the platform offer built-in closed captioning?** If not, consider using a captioning service such as [Rev.com](https://www.rev.com) or [Otter.ai](https://otter.ai).
- Is the platform compatible with assistive technology such as screen readers?** If you're not sure, we recommend checking to see if the platform you are using has an accessibility FAQ resource.

- If you are hosting an event on a video conference platform such as Zoom, Google Hangout, or GoToMeeting, **offer participants the option to dial-in by phone—an alternative that will allow people without a computer or internet to participate.** Include dial-in by phone instructions in all correspondence with participants about the program.

- If you are hosting a live event on a social media platform such as Facebook Live, Instagram Stories, or YouTube, **will someone need to have an account with that platform to participate?**

Promoting the Program

- Have an accessibility point person for the event.** This may be your organization's accessibility coordinator or the event's program manager. Be sure to include that person's email address and phone number on all program-related marketing instruments and communications. It is important to include both an email address and a phone number so that someone with a hearing or visual disability can inquire.

- If participants are registering for the event online, either include a section in the registration form for participants to outline any requests for accessibility accommodations or encourage participants to get in touch with the accessibility point person.** Because time is needed to arrange and coordinate the needed accessibility accommodations, it is okay to state a timeline showing when you must receive these requests.

Example: "For answers to your questions about access or to request accommodations, please contact [insert name] at [phone number and email address]. Please give us at least two weeks'-notice to arrange the accommodations you need."

- Promote any accessibility accommodations** (such as captions) that may be included in the event in all marketing and communications for the program.

- Share information about the program format ahead of time.** This will allow participants to understand the program timeline, format (presentation, panel discussion, concert, etc.), and what accessibility accommodations they may want to request.

- Let participants know if the virtual program will be recorded and made available after the event.** It is best practice to provide captions for the recorded video. YouTube provides automated captions, but take the time to review and edit any errors or misspellings.