

Advertising



Did you know that not everyone can access your advertising?

Take a moment to think about your organization's practices:

- How do you advertise your services?
- What unintended barriers might make it difficult for someone to access your advertising?
- How can you make your advertising accessible to everyone?

Using the following rating scale, please check the ONE response that most accurately describes your organization today:

- A** We are doing this consistently.
- B** We are doing this, but we could make some improvements.
- C** We are not doing this, but we should be.
- N/A** Not applicable.

Advertising	A	B	C	N/A
1. We use various ways to advertise our services (e.g., radio, word of mouth, television, video, websites, social media, or printed materials).	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. We attend community meetings, job fairs, and other events to promote our services to clients who may not initially feel comfortable coming to our office.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. Our name and logo are clearly displayed on our building.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. Clear signs and symbols direct people from the front door of the building to our office.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5. Our phone number, email, and web address are easy for anyone to find on all of our promotional materials.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6. When we give directions to our office, we refer to familiar landmarks or transit stops.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
7. The content of our website matches the information given to clients who come to our office in person.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
8. Where possible, our website is linked to various translations of our materials.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Advertising	A	B	C	N/A
9. The walls, bulletin boards, and pamphlet racks in our reception area and interview spaces are organized and uncluttered. It is easy for anyone to find the information they want or need.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
10. We build relationships with other businesses and community groups to explore new ways of advertising our services to low literacy and English language clients.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
11. We use plain language and accessibility guidelines in the design of all of our advertising.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>