

# Best Practices for Accessible Content

Through the Beeck Center's research on government, nonprofit, academic, and private sector organizations that are working to improve access to safety net benefits, we have developed the following principles for creating benefits content that is as easy to access and understand as possible.

## Accessible content is:



- + **Centered on the people who read and use it.**  
Accessible content is written to be used by the greatest number of people including beneficiaries, navigators, and policymakers. The information centers the needs of these groups and considers how to meet those specific needs, while also creating accessibility for all audiences. Consider the audiences for your content. If possible, test the content with multiple groups to improve accessibility.



- + **Written in plain language.**  
Using language that is straightforward and lacks jargon, acronyms, and complex terminology makes the content more accessible. Another way to think about plain language is by grade-level equivalency comprehension. Aim for a fifth-grade reading level.



## Contributing Authors



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+ **Organized with a hierarchy.**

Hierarchy helps readers navigate through a document so they can instantly access the most important information. It can include content elements such as program titles or application dates with each placed in order so the most important pieces of information are easiest to find.

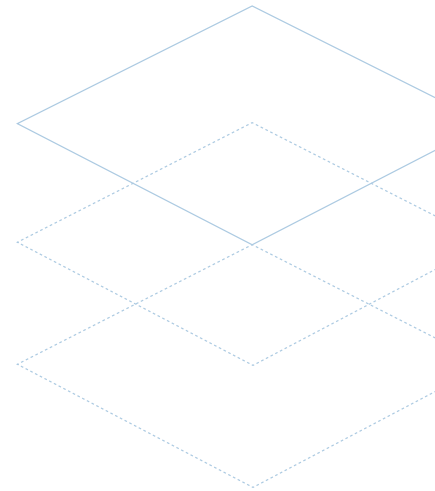


+ **Offered in multiple languages.**

Multilingual content increases accessibility for people who do not speak English as their first language. For more information on best practices for multilingual translation, check out our [primer and case studies on this topic](#).



While the best-in-class organizations and products achieve all of these principles, it's possible to start small and expand over time. If you're interested in getting started, you can find practical guides as well as case studies that demonstrate how organizations are putting these principles and best practices into use and illustrate how they can be replicated for the further accessibility of benefits information on the [Digital Benefits Hub](#).



**Get in Touch**

**Our Digital Benefits Network team is here to help!**

Visit us at the [Digital Benefits Hub](#)

Please contact us with any thoughts, questions, or potential collaborations via email at [digitalbenefits@georgetown.edu](mailto:digitalbenefits@georgetown.edu)