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How to Create Accessible Emails Using Outlook

This guidance covers the main things you can do to make your emails accessible.

Content and Layout Guidance

Follow the steps below to make sure any emails you create are accessible.

If you have any questions, contact GCHSCP_Communications@glasgow.gov.uk

1. Add a Subject

Always include a subject line.

2. Use Bcc for Large Group Emails

For large group emails, use 'Blind carbon copy' (Bcc) to enable screen readers to go straight to the main body text instead of first reading the addresses of all recipients.

3. Keep the Layout Simple and Clear

Use font type Arial regular; font size 12; left align text. Instructions on [how to change the default font and size](#) is available at Microsoft Support.

Have sufficient white space.

Ensure that colour is not the only means of conveying information. Add an underline to colour-coded hyperlink text so that people who are colour-blind know that the text is linked even if they cannot see the colour. For headings, consider adding bold or using a larger font.

Use sufficient contrast for text and background colours.

Use Plain English and avoid text speak abbreviations.

3. Remember Alt Text

Add helpful and informative [alt text](#) to images.

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4. Use Meaningful Hyperlink Text

Hyperlinks should convey clear and accurate information about the destination. For example, instead of linking to the text **click here**, include the full title of the destination page.

5. Follow Glasgow City HSCP Email Signature Guidelines

Clearly state who the email is from and give contact details. Follow Glasgow City HSCP email signature guidelines below.

Use font type Arial regular.

Do not include any other styling or effects – for example, bold, italics or cursive fonts (although your email addresses can be underlined).

Email signature must be the same font size as the text in the email body, minimum 12.

Text must be black on a white background – do not use any background colours (unless this is required for accessibility) or have a background image.

Logos (that of the Partnership, Glasgow City Council or NHS Greater Glasgow and Clyde) or other graphics must not be included in your email signature; this can increase the size of your email.

Email signatures must include the following key information and in this order:

- first and last name
- job designation
- sub-team (if applicable)
- team, section or service name
- Glasgow City Health and Social Care Partnership
- name of building where you work (if applicable)
- street address of building where you work
- Glasgow and postcode

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- Phone
- Mobile (if applicable)
- Email
- Web address (Glasgow City HSCP, Glasgow City Council and NHS Greater Glasgow and Clyde)
- no colon should follow phone, email or web address and
- the word 'telephone' should only be shortened to 'phone' not 'tel'.

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