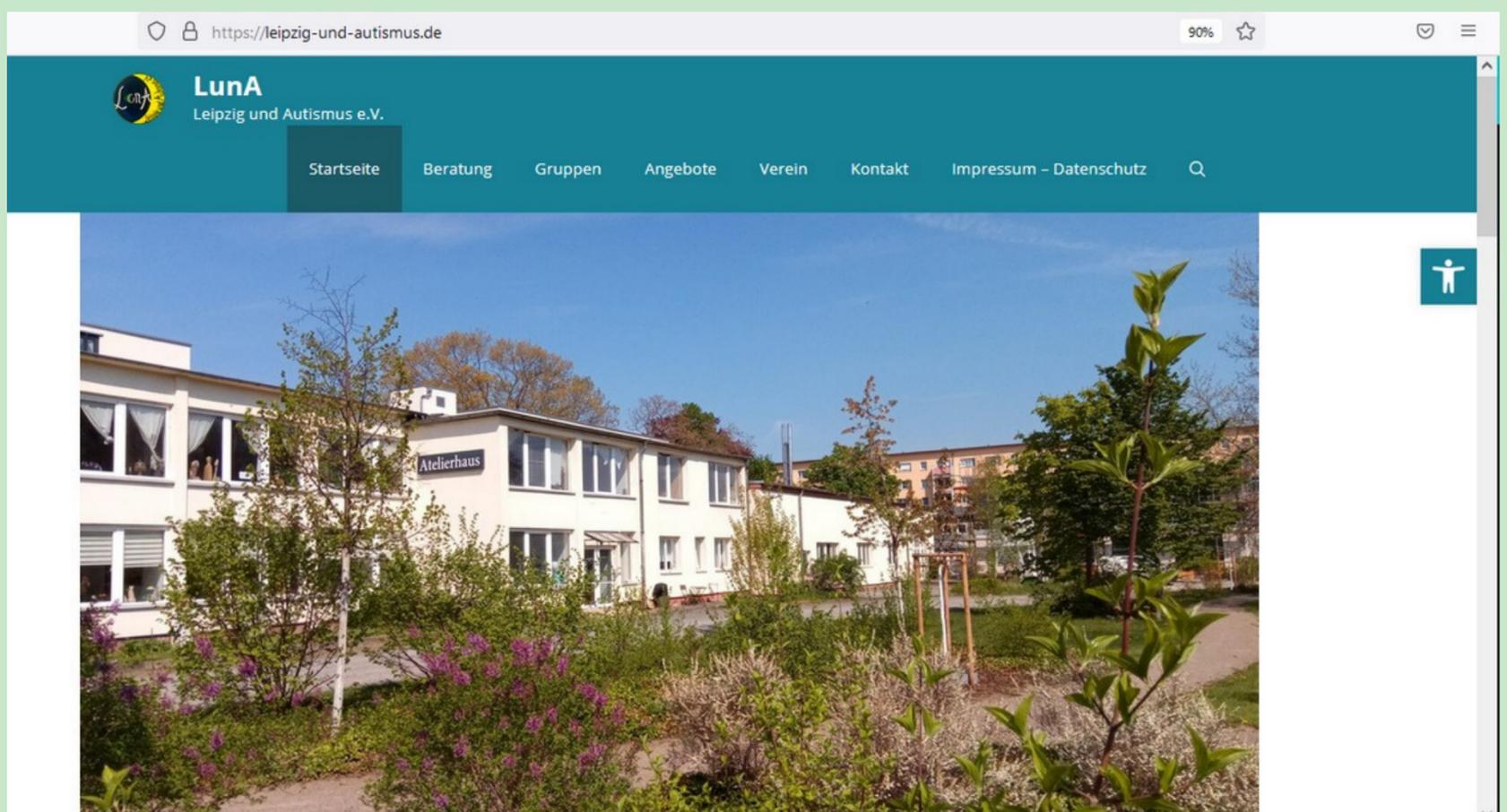




# EXAMPLE ON HOW TO CREATE AN INCLUSIVE SOCIAL MEDIA PRESENCE

This example is about the "PR heart piece" of every organisation: the website. We want to take a look at the one of the NGO LunA - Leipzig and Autism e.V. which shows how a sensory friendly online presence can look like. A design like this is important for people who get overwhelmed easily when confronted with a lot of information at once, or for people who have a limited cognitive receptiveness (e.g. people with dementia). For them it is crucial that needed information can be found quickly. But honestly: Who does not appreciate a homepage that lets you find needed information quickly?



If you visit the LunA website, you are greeted by a picture of the building and a menu to navigate all information. The design is also very simple and sensory friendly. There are blue shades on a white background. Let's see what happens if we click on "Angebote" ("our services"):

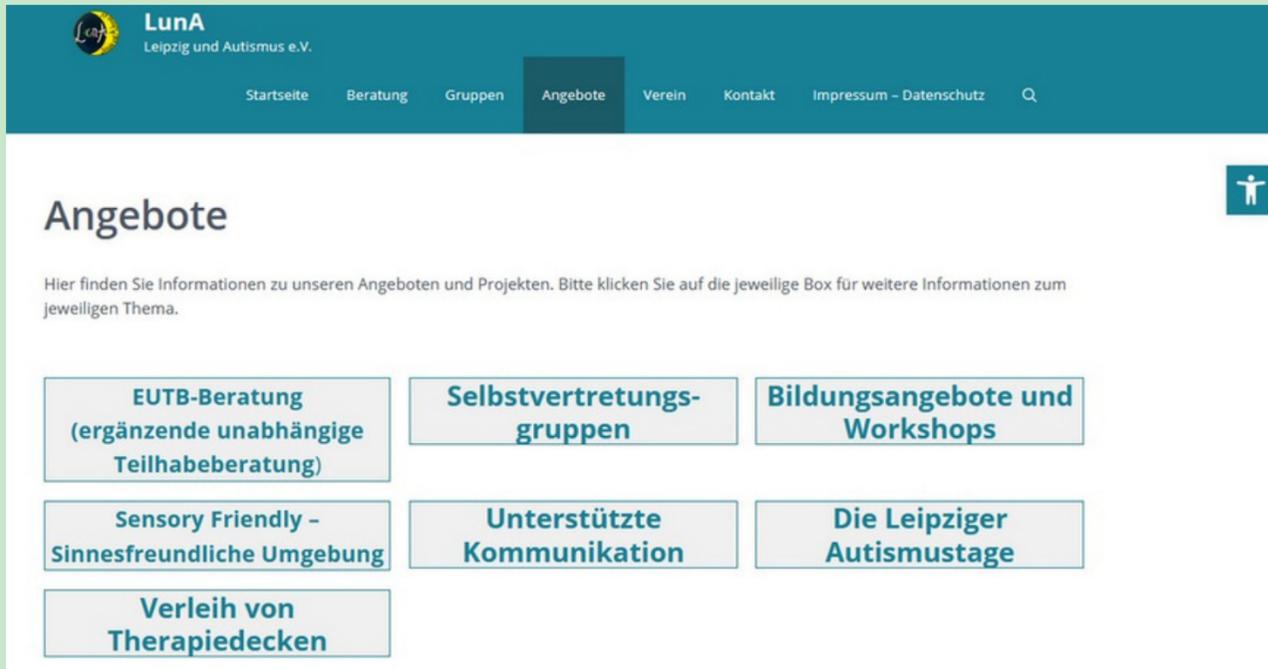
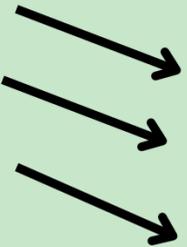
1



2



3



1

The design, the colour theme and the setup do not change.

2

You can also find the Accessibility option on every page immediately. If it were obstructed by a lot of pictures or text, visually impaired people might not be able to find and use it.

3

All services on offer are presented clearly. When you click on one of them, more information (but still short and concise) will appear in a new browser tab. It then looks like this - the design is consistent and the information precise: What is the offer (in our case sensory friendly surroundings) about? Who can you contact about it?

