



*Our Guide to Accessible
Online Recruitment*

in Partnership with



www.reciteme.com

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Introduction

Nearly 10 new job ads are posted online every second. And at any one time, there are about 16 million job postings on the internet across job boards, company websites, and social media platforms.

That's a whole lot of jobs for a whole heap of talent. But because modern recruitment processes rely so heavily on digital technology, many applicants cannot access the information, let alone complete the required online application forms and skills assessments.

Why? Because not enough recruitment opportunities are accessible.

Online Access Barriers are a Real-Life Problem

According to tuc.org, the disability employment gap between disabled and non-disabled people was nearly 30 per cent in 2020. The marginally good news is that this represents a 1.4% reduction from 2019. However, there are still too many disabled people facing barriers that stop them from entering the workplace.

The results of the latest Recruitment Industry Disability Initiative (RIDI) survey demonstrate that:

75%

of jobseekers surveyed found their condition had an impact on their job search.

54%

encountered hurdles at multiple stages of the recruitment process.

28%

found online assessments challenging.

Who Needs Support?

When recruiters consider accessibility, they tend to concentrate only on the physical access needs of disabled employees. However, several other conditions need to be accommodated – especially when recruiting online.

Examples include making adjustments for candidates who have:

- Visual impairments
- Learning difficulties
- Neurodevelopment and neurological conditions
- Mobility and physical impairments
- Linguistic problems

What Barriers Do Candidates Face?

The disabled are the largest minority group in the world, as approximately 1 in 5 adults has at least one of the conditions in the categories listed above. This can make website content difficult to access for four main reasons:

Applicants Can't Read It

For people with sight loss, colour blindness, and deafblindness, reading web copy can be difficult at any time. And for those with learning difficulties like dyslexia, dyspraxia, and hyperlexia, the size of text, the font, and the colour contrast between text and background can be barriers to reading.

Applicants Don't Understand the Information

If your web copy is not written in simple language, does not run in a logical order with properly used headers, or include alt tags and link descriptions, people with cognitive and neurological disorders cannot follow the flow of information. Additionally, many applicants may read in English as a second language and need translation assistance.

Applicants Can't Navigate Through the Application Process

Temporary or permanent physical disabilities can make accessing websites via a smartphone or tablet difficult, and using equipment like a mouse may also be problematic. Website errors like empty links and buttons, missing input labels on forms, and missing document language makes keyboard navigation impossible meaning many people are unable to complete the application process.

Applicants Don't Trust Your Site

Fear of the unknown is a big factor for many applicants. For those with epilepsy or other conditions that cause disorientation or confusion, elements like flashing images, videos, or image carousels that they can't control are simply not worth the risk.

Why Be Inclusive?

The disabled workforce represents a large pool of talent that savvy employers should be looking to tap into, especially as so many organisations and industry sectors are reporting skills shortages.

“ If you haven't got the best talent you're not going to be the best, and if you're not representing properly the available pool of talent then you're missing an opportunity. ”

Alex Wilmot-Sitwell, EMEA President at Bank of America

Companies should not be put off making accommodations for disabled employees as the cost is normally negligible, and the benefits of increased diversity and inclusion within teams have been proven to increase both productivity and profit:

- Data shows that employees with disabilities take less time off and tend to stay with companies for longer.
- Innovation progresses at a faster rate thanks to the wider perspective gained by having a more diverse team.
- Staff retention is improved as everyone feels included and valued.
- Your brand reputation improves, making your commitment to fairness in the workplace a competitive advantage.

In the modern job market, many businesses already see diversity as an asset. For example, organisations like GCHQ actively look to onboard a variety of employees whose brains work differently. In fact, the UK surveillance agency recently stated that apprentices in their organisation are four times more likely to have dyslexia than those from other companies.

“ We are committed to providing successful careers to employees with neurodiverse profiles, and to fostering a culture where differences are embraced and barriers to progression are overcome. ”

GCHQ diversity mission statement



guidant global

Guidant Global is an award-winning recruitment outsourcing provider and is part of Impellam, one of the UK's largest staffing companies.

The Guidant Global strategy is more forward-thinking than most others in the industry, as they have a policy of delivering solutions that are person-centric rather than taking the one-size-fits-all approach of recruiting by numbers. This includes accounting for disabilities, and working web accessibility and inclusion factors into their processes.



“ We have taken a proactive approach in promoting disability confidence within our organisation and the wider recruitment sector. It is our responsibility to act as ambassadors and educate our employees, partners, and clients to grow a greater understanding of disability. ”

Simon Blockley, CEO, Guidant Global

5 Tips to Provide an Inclusive Candidate Journey

Guidant Global's positive and proactive approach to providing equal opportunities in the recruitment sector made them the perfect organisation to partner with when developing our guide to more inclusive recruitment procedures.

Our common goal is to help other companies identify digital barriers for disabled jobseekers and make adjustments to make their processes more accessible.



There are 5 main steps to consider:

Ensure Your Organisation Complies with Disability Discrimination Laws

1

Disabled and non-disabled applicants should be able to experience the same journey throughout the recruitment process. Under The Equality Act of 2010, employers are required by law to make reasonable adjustments for disabled jobseekers and employees.

Use Inclusive Web Design that Meets WCAG Standards

2

The World Content Accessibility Guidelines (WCAG) provide a breakdown of accessibility factors. To meet minimum requirements, websites should be aiming for WCAG 2.1 at an AA level. Most reliable web developers are well aware of accessibility factors and can help you achieve an inclusive website design.

Make Your Social Media Profiles as Accessible as Possible

3

Social media platforms have accessibility settings that you can change and interact with. Key points include providing alt tags for images and captions for videos. Our guide includes information on how to access and implement accessibility changes on Facebook, Twitter, and LinkedIn.

Get User Feedback and Make Updates and Changes

4

If you don't feel confident running user testing yourself you can use an organisation like AbilityNet, the UK's leading charity for digital accessibility. Once you have feedback you can analyse the data and set your design team to work on eliminating barriers for disabled users.


Add Accessibility Software to Your Website

5


Accessibility software allows disabled people to access your website in the way that works best for them. The Recite Me assistive toolbar has a unique combination of features that can help a range of applicants with different types of disabilities.

How Web Accessibility Technology Helps


Web accessibility can help recruiters and employers get the best results. For proof of this, we need look no further than Guidant Global's stats report, which breaks down Recite Me toolbar usage from their own website. Over a 12 month period:




559
unique users opened
the toolbar



More Than
2000
web pages were viewed




The average user viewed
3.63
pages per session.
(This is higher than the average
of 2.8 pages.)



The text-to-speech screen
reader was used over
3000
times



Over
900
pieces of content were
translated into other
languages.



More than
350
individual styling changes
were made

This demonstrates both the need and value of accessibility on recruitment websites.

“ *Ultimately we want to provide a voice for disabled jobseekers and open doors for them. Adding Recite Me to our website ensures that disabled people can access our information in the way that works best for them, which is crucial in creating a more disability confident and inclusive environment in the recruitment process.* **”**

Simon Blockley, CEO, Guidant Global



The Next Steps

If you'd like to take steps to make your website more accessible and provide more inclusive candidate journeys with our assistive software, *you can contact our team or book a free demonstration.*

You can also contact Guidant Global directly to talk to them about your hiring needs.



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Believing in Accessibility for All