

Youth-Friendly North Shore

Digital Communications
Audit Tool



Audit Questions

Shaded responses invite your further consideration.

Note that items with an asterisk do not count towards a score.

1. Accessibility and Inclusivity	Max Score 5
Are there alt text descriptions on all images?	Y = 1
<i>*Test 3 images. How many have alt-text descriptions?</i>	Notation
Are body-text fonts between 12 and 14 points in size?	Y = 1
Is the site's language simple and easy to understand?	Y = 1
Is language consistently in the second person (you/yours/we/ours)?	Y = 1
Are paragraphs typically no more than 2 sentences, each less than 25 words?	Y = 1

2. Content, Multimedia and Look and Feel	Max Score 20
Do pages appear cluttered, with more than 3 sections on a screen?	N = 1
If the organization offers special events and activities for youth, are they organized together and prominently displayed?	Y = 1
Does the site display a visible tagline of three to five words?	Y = 1
Does the homepage feature a carousel of clickable visual images that includes representation of youth?	Y = 1
Does the footer include contact information and priority links?	Y = 1
Do any main pages for youth include a carousel of clickable images?	Y = 1
Does the site have photographs of the physical spaces the organization operates for youth?	Y = 1
Do images feature a diversity of youth?	Y = 1
Are any images slow to load?	N = 1

Are images clickable as a route to more information?	Y = 1 / N = 0 Some = 0.5
<i>*Are there unintended negative meanings in any images?</i>	Notation or N/A
Are any logos or icons labelled to ensure no misunderstandings?	Y = 1 or N/A
Is auto-play off for any videos?	Y = 1 or N/A
Is the sound auto-muted?	Y = 1 or N/A
Does the site include third-party advertising?	N = 1
Does the site include "how to" or other instructional videos?	Y = 1 or N/A
Are any of the site's videos longer than 3 minutes?	N = 1 or N/A
Are videos embedded with other content?	Y = 1 or N/A
Is the play button visible over any video content?	Y = 1 or N/A
Do video clips begin with a commercial?	N = 1 or N/A
Do videos display with captions?	Y = 1 or N/A

3. Navigation and UX	Max Score 11
Is the navigation intuitive and organized by user needs (e.g., "I need help with housing," or "I'm looking for youth mental health support")?	Y = 1
Is there a search box at the top of each page?	Y = 1
Is the search box wide enough (allowing for at least 40 characters)?	Y = 1
Is the search filterable by age, category, or location?	Y = 1
Does the site utilize "link more" or "learn more" in topline navigation? (These phrases are too vague for youth).	N = 1
Does the back button work?	Y = 1
Is the site optimized for mobile?	Y = 1
Does the site have indicators like: "most read" or "most commented upon"?	Y = 1
Does the site use any single "Call-to-Action" (CTA) buttons?	Y = 1
<i>*What are the CTA buttons for?</i>	Notation or N/A
<i>*Are there any broken links?</i>	Notation or N/A
Can associated physical locations be found easily with an embedded locator function, map tool or postal code entry?	Y = 1
Is the URL short, descriptive and easy to remember?	Y = 1

4. Content Clarity and Relevance	Max Score 10
Is content easy to skim and scan, making consistent use of subheads?	Y = 1
<i>*Which links are clearly out-of-date information?</i>	Notation or N/A
Is any content written in all-caps?	N = 1
Is text primarily black on a white background?	Y = 1
<i>*If text is on a coloured background, is the contrast as high (easiest to read) medium (more difficult to read) or low (difficult to read)?</i>	High/Medium/Low or N/A
Does "youth" appear in the site's topline navigation?	Y = 1

Excluding “Our People” or “Our Team” pages, are youth-serving staff listed by name?	N = 1 and Notation or N/A
Does program information include associated costs for participating?	Y = 1
Are costs presented at the top of the program’s information or bottom?	Top = 1 / Bottom = 0 or N/A
Are categories clear and jargon-free?	Y = 1
Are youth voices (e.g., testimonials) and youth-created imagery represented in content?	Y = 1
Is relevant information grouped easily to facilitate one legible screenshot?	Y = 1

5. Trust, Credibility and Input	Max Score 4
Is there a way for users to submit feedback or suggest a correction?	Y = 1
Does the site offer polls, commenting functions or other ways of youth adding content?	Y = 1
<i>*Which links need correction?</i>	Notation or N/A
Is the site free of pop-ups?	Y = 1
Is texting a clear route of contact (i.e., are phone numbers prefaced with “text” or “call”)?	Y = 1

6. Technical and Mobile Performance	Max Score 3
Is the site loading fast (loads in under 2.5 seconds) and responsive on mobile?	Y = 1
Is the site fast (loads in under 2.5 seconds) and responsive on a laptop?	Y = 1
Is urgent help “one click” accessible and visible on appropriate sites?	Y = 1 or N/A

7. Social Media	Max Score 2
Does the site connect to the organization's social media?	Y = 1
<i>*Which social media accounts does the site connect to?</i>	Notation
Does the site or pages have a convenient copy button link to facilitate sharing?	Y = 1
<i>*What appears in the organization's social media "link in bio" section (TikTok/Instagram)?</i>	Notation

8. Security and Privacy	Max Score 4
Are site visitors required to make an account to login?	N = 1
Does the site collect data on youth by requiring them to register and provide personal information for anything?	N = 1
Can creating an account or entering registration information be bypassed?	Y = 1 and Notation or N/A
For sites on sensitive subjects (e.g., health, sexuality, safety) is there a "Leave Page Quickly" button?	Y = 1 or N/A
<i>*If there is a "Leave Page Quickly" button, where does it lead?</i>	Notation or N/A

9. Other	Total Score Max 59
<i>*Task test (unique to each site reviewed)</i>	Notation
<i>*In your opinion are there any other notable features that enhance or challenge the site's youth UX? If so, describe briefly and provide a link to the example.</i>	Notation



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