



# Creative Content Checklist



## Purpose

A quick and easy checklist to ensure that your content and images portray older people in positive and inclusive ways and are accessible to your target audience.



## Audience

Internal communication teams, external media agencies, program and service developers.

View all  
age positive  
communication  
tools

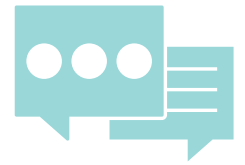
[www.sahealth.sa.gov.au/  
AgePositiveCommunicationToolkit](http://www.sahealth.sa.gov.au/AgePositiveCommunicationToolkit)

## Design considerations

- Is the font size and line spacing easy for your target audience to read and is it appropriate for your proposed medium (print, online, social media etc).
- Have you included contact information that is accessible across multiple platforms?
- Are the design, colours and font easy to follow and read?
- Will the design catch the eye of your target audience?
- Do you need to consider using more neutral or negative space?
- Have you tested your design with the relevant target audience?



## Language considerations



- Have you avoided ageist generalisations and assumptions?
- Does the language represent older people in positive ways?
- Have you tailored language to meet culturally specific needs? If so, has an appropriate community spokesperson proof-read the content?
- Have you depicted the diversity of older people (gender, cultural background, sexuality, life stage, abilities, interests etc.) in realistic everyday situations?
- Have you considered accessibility issues for people who may be living with disability? For information and guidance refer to your local council or state government agency's Disability Access and Inclusion Plan.  
  
Government of South Australia, Inclusive SA:  
[State Disability Inclusion Plan - Online Accessibility Toolkit](#)
- Government of South Australia, Inclusive SA:  
[Report it Right, Guidelines for portraying people with disability](#)
- Have you checked for negative adjectives?  
Refer to the Language Checklist in this toolkit
- Does the language entice the audience to want to know more?
- Has the text been checked for spelling and grammatical errors?

## Image considerations



- Does the image reflect the diversity (gender, cultural background, sexuality, life stage, abilities, interests) and uniqueness of older South Australians?
- Does the image reinforce the message/s in the content?
- Does the image challenge or perpetuate stereotypes of ageing and older people?
- Is the image culturally appropriate for your target audience?

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- Does the image reflect realistic depictions of ageing including intergenerational connection?
- Do you hold the image's copyright and/or have you given credit to the photographer where appropriate?
- Does your image have a caption? Is the information in the caption correct (timing, location, names)?
- Refer to Image Guidelines in this toolkit to view examples of appropriate and inappropriate images.

## Social media considerations

**You may wish to seek guidance from a social media advisor or expert if you plan to use social media extensively and have limited experience of using it as a promotional tool.**



- Does your organisation have a social media policy to guide you?
- Is your post relevant to your target audience?
- Are you posting on a social media platform relevant to your target audience e.g. Facebook, LinkedIn, Instagram?
- Have you tailored the language of your post to the social media platform/s you are posting on? Have you used slang and/or emojis appropriately for the platform?
- Have you included a 'headline' type statement in the first sentence to entice your audience to read the post?
- Will your post generate interest (traffic) from your target audience? Have you looked at high level response posts on the social media platform to guide the development of your post?
- Does your post follow the KISS principle? Keep It Short and Simple, use plain English and culturally appropriate language.
- Have you considered adding a weblink or QR code for your target audience to access additional information?

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- Have you considered using an image or video to help get your message across?
- Have you remembered to reflect appropriate Aboriginal and culturally and linguistically diverse considerations in your post?
- Have you included a call to action for your target audience? Do you want viewers to like and share your post?
- Have your organised resources to respond to social media posts you receive in a timely and positive manner?
- Do you know how to respond to negative, belittling or bullying activity on your social media platforms? Does your organisation have a policy on this?
- Do you know how to generate activity reports to provide evidence of the effectiveness of your social media campaign or activity?

## For more information contact

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### [View all age positive communication tools](http://www.sahealth.sa.gov.au/AgePositiveCommunicationToolkit)

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### [Visit the Tackling Ageism website](https://www.sahealth.sa.gov.au/tacklingageism)

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