Recite me®

Recruitment and Careers Report

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Introduction

Modern recruitment processes rely so heavily on digital technology. 14.1 million people in the UK have a disability and often encounter obstacles online when applying for jobs. Only one in three job seekers think employers and recruiters make online job applications suitably accessible for disabled people.

With only 51% of applications from disabled people resulting in an interview, assistive technology offers support to website users to enable them to understand information, making it easier to apply for jobs online.

Hidden talent is going undiscovered because users who may be disabled, visually impaired or speak English as a second language do not have the tools to use your website effectively.

Why are Digital Barriers a Problem?

Digital barriers are a problem for online recruitment because they stop applicants accessing information and they stand in the way of users filling in application forms and completing skills assessments.

According to tuc.org, the disability employment gap between disabled and non-disabled people was nearly 30% in 2020, demonstrating that there are still many disabled people facing barriers that stop them entering the workplace.

The results of the latest Recruitment Industry Disability Initiative (RIDI) survey showed 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

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Who Needs Support?

On an individual level, the short answer is about 20% of the population. This equates to a pretty staggering number – over 13 million people in the UK, and over 65 million in the US, for example.

Candidates that are susceptible to access barriers can include those who have:

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

What Type of Online Barriers do Applicants 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 applicants with sight loss, colour blindness and deaf blindness, reading web copy can be difficult. The size of the text, the font and the colour contrast between the text and background can all be barriers to reading for those with learning difficulties like dyslexia, dyspraxia and hyperlexia.

Applicants Don't Understand the Information

Users with cognitive and neurological disorders may have problems following the flow of the information if it is not written in simple language, doesn't follow a logical order, use headers, or include alt tags and link descriptions. Additionally, users who's speak English as a second language may have difficulty understanding the information and may 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.

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Why is Inclusive Recruitment Important?

Inclusive recruitment minimises barriers opening a wider candidate pool which means you are more likely to discover someone with suitable skills and experience. Additionally, it presents your organisation in a positive light as being inclusive and welcoming. In turn this can improve your brand reputation and your commitment to fairness in the workplace can serve as a competitive advantage.

Companies can attract diverse talent through inclusive recruitment. A diverse workforce enables innovation to progress at a faster rate thanks to the wider perspective. Problem-solving amongst teams with varying perspectives often offer a fresh approach to overcoming business problems.

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.

"
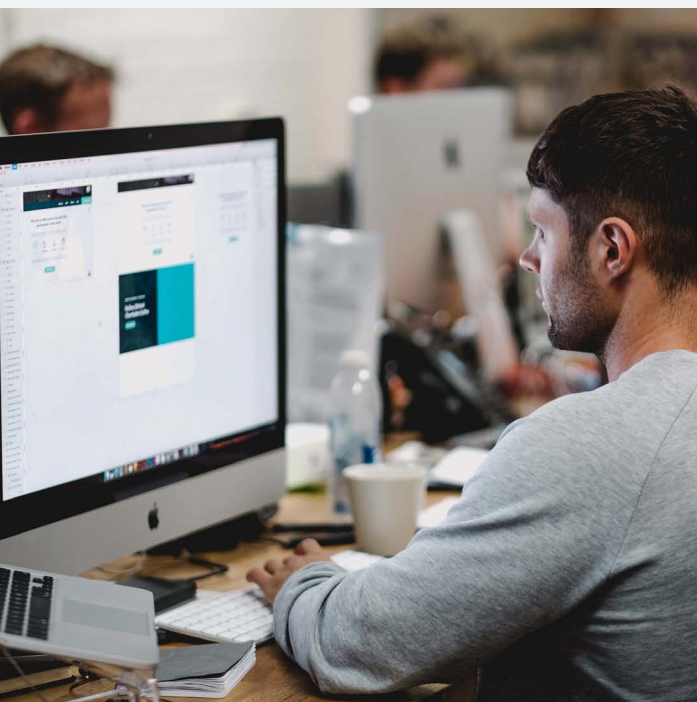
We want our jobs, recruitment services, and all our fabulous content to be accessible to everyone and feel it is important to give people a customised experience to meet their individual needs.

Tracy George, COO, TPP Recruitment

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Recite Me Careers Clients

Recite Me work with a variety of clients across the recruitment industry including inhouse recruiters, recruitment companies and recruitment tech companies. See some of the clients we work with below.

Inhouse Recruitment

Creating an inclusive inhouse recruitment process online is vital to attracting and supporting the very best talent that want to directly apply for their next careers steps.

Recruitment Companies

To attract the very best talent and organisations, recruitment companies need to be able to offer an inclusive experience online for a diverse range of people to widen talent pools and provide equal opportunities.

Recruitment Tech Companies

To support companies with the very best recruitment technology organisations need to make their platforms accessible and inclusive for candidates and talent managers.
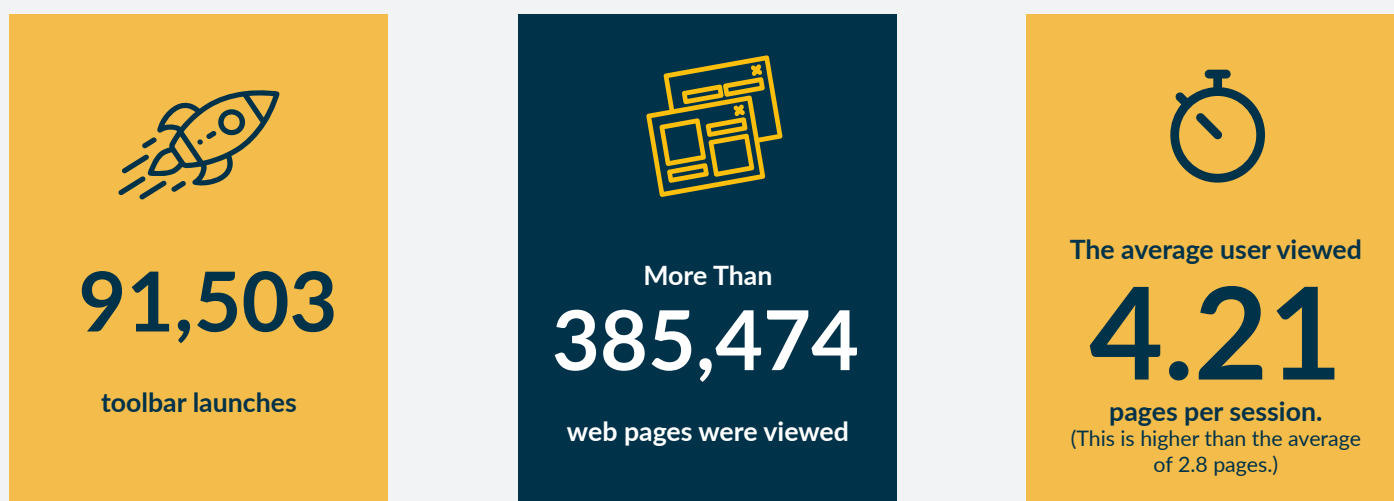
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Overview of Data

From discovering candidates online, to remote interviews and onboarding, a digital hiring journey has become a must during the pandemic.

Across our career and recruitment clients, we noticed that toolbar usage reached an all time high in May 2021, with almost 50,000 pages being viewed using the toolbar.

Over a 12 month period:

91,503
toolbar launches

More Than
385,474
web pages were viewed

The average user viewed
4.21
pages per session.
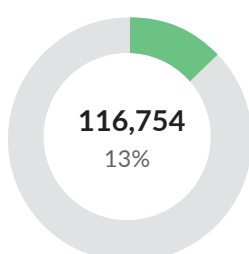(This is higher than the average of 2.8 pages.)

Features Used

The most popular feature was the screen reader used to playback the content in English. The translation feature has also been popular with lots of translations being made to Zulu and French.
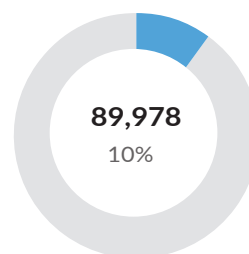
672,974
75%

116,754
13%

89,978
10%

11,882
1%
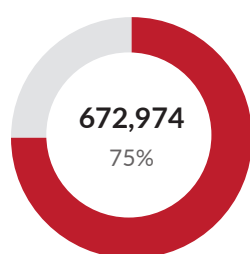
SCREEN READER

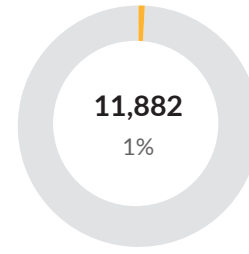| Language	Clicks
English	646902
Korean	3952
French	3765

TRANSLATION

Language	Clicks
Zulu	43,592
French	11.344
Korean	8,418

STYLING

Options	Clicks
Font-size 110%	2,993
Font-size 120%	1,165
Font-size 130%	884

READING AIDS

Aids	Clicks
Textmode	2,509
Ruler	1,438
Screenmask	1,312

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Best Practice Tips for Inclusive Online Recruitment

Most recruiters and managers would agree that a diverse team helps provide a richer and more innovative team. We have listed some of top tips for inclusive online recruitment below.

1

Comply with Disability Discrimination Laws

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.

2

Use Inclusive Web Design that Meets WCAG Standards

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.

3

Ensure Your Social Media Profiles are as Accessible as Possible

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.

4

Follow User Feedback to Make Changes and Updates

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.

5

Add Accessibility Software to Your Website

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.

ridi
Recruitment
Industry
Disability
Initiative

Let's become disability confident recruiters

RIDI exists to create disability confident recruiters by raising awareness and removing barriers in order to help reduce the UK disability employment gap.

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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.*
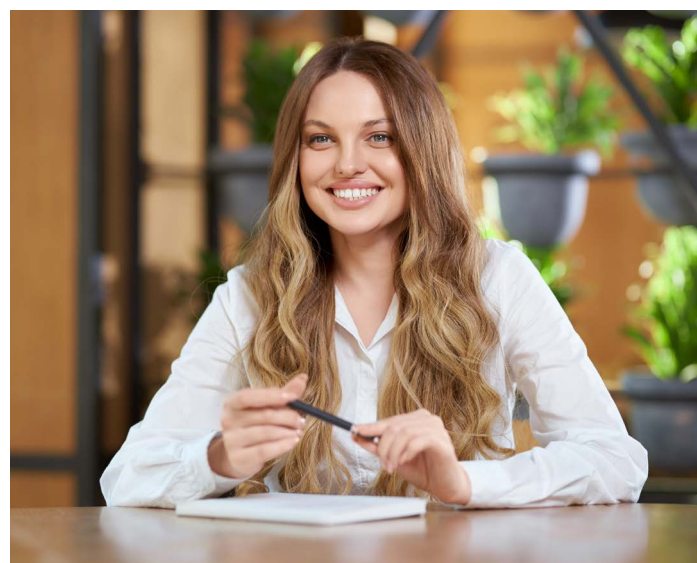
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