**DIGITAL MEDIA CHECKLIST**

**1. RESOURCE SUMMARY**

|  |  |
| --- | --- |
| **Name** | **5 simple tips to cultivate EMPATHY in customer service** |
| **Link** | https://www.youtube.com/watch?v=g55HfoWXhMk |
| **Type** | YouTube Video |
| **License** | Standard YouTube License (attribution, no derivatives) |

**2. RELEVANCE & ACCURACY**

|  |  |  |
| --- | --- | --- |
| **YES** | **N/A** | **Criteria** |
|  |  | Is the content relevant to at least one learning objective? |
|  |  | Is the content accurate and up to date? |
|  |  | Is the content produced by a reputable source? |
|  |  | Is content written at an appropriate level for the intended audience? |
|  |  | Is the design appealing & clear? |
|  |  | If there are interactive elements, are the controls intuitive & the activities contribute to learning? |
|  |  | Are there opportunities for learner self-assessment? |

**3. ACCESSIBILITY**

|  |  |  |
| --- | --- | --- |
| **YES** | **N/A** | **Criteria** |
|  |  | Are elements formatted with sufficient contrast? |
|  |  | Do images have alt-text? |
|  |  | If applicable, is audio of high quality? |
|  |  | If applicable, do videos have captions? |
|  |  | If applicable, is the resource available in alternative formats? |
|  |  | Is the resource compatible with the learning platform (e.g., hosting, embedding, etc.)? |

**4. LICENSING**

|  |  |  |
| --- | --- | --- |
| **YES** | **N/A** | **Criteria** |
|  |  | Is the resource under copyright? |
|  |  | If applicable, does the license permit Educational Reuse of the resource? |
|  |  | If applicable, does the license permit adaptation or modification of the content/materials? |