



Title II Accessibility: Social Media Key Information Guide

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Title II Regulations

Title II regulations do not apply to all entities. They apply specifically to **public entities (government-related)**, including **public colleges and universities**, not private organizations in general. Here's how it breaks down:

April 24, 2027, Title II updates apply to state and local government entities.

Who is Covered:

- Public colleges and universities
- Community colleges (like College of the Siskiyous)
- Public K–12 schools and districts
- Cities, counties, and state agencies
- Public libraries, courts, transportation agencies, etc.

Title II explicitly governs “all services, programs, and activities of state and local governments.”

So yes, higher education is included, but only if it is public.

Who is not Covered:

- Private colleges and universities
- Private businesses
- Nonprofits (unless they are acting on behalf of a public entity)

Those groups fall under **Title III of the ADA**, which has different (and generally less prescriptive) rules about accessibility.

What the April 24, 2027 Date Means:

- It's the first compliance deadline for larger public entities (population ≥ 50,000)
- Smaller public entities get until **April 2027**
- The rule focuses heavily on **digital accessibility** (websites, apps, online content) using WCAG 2.1 AA standards

Bottom Line:

- Applies broadly across government → **Yes**
- Applies to all colleges → **No**
- Applies to public colleges/universities → **Yes**

If you're working in a community college setting, this rule absolutely applies, but it's because the institution is a **public entity**, not just because it's a college.

Social Media Posts

Photos/Images/Flyers

When posting to Facebook, Instagram, LinkedIn, X (Twitter), and TikTok, you **must** add alternative (alt) text to the images.

- Each platform varies with how to add alt text; please refer to our [accessibility webpage](https://www.siskiyous.edu/publicrelations/accessibility.htm) for steps.
- Limit alt text to 125 characters (less is more)
- If image/photo has text, the text should be used verbatim as the alt text.
- Alt text cannot be added to Videos/Reels on all social media platforms
- A screen reader cannot read PDFs - the uploaded image must be an image file (JPEG, PNG, TIFF, HEIC/HEIF, etc.).

Facebook: Supports custom alt text

Instagram: Supports alt text (many users rely on it)

LinkedIn: Supports custom alt text

X (Twitter): Supports alt text (but easy to forget)

TikTok: Supports custom alt text

Best Practices for Social Media Image Flyers

Write alt text that:

- Describes the purpose of the flyer
- Includes key information (what, when, who)
- Is objective, not promotional language
- Is usually 1-3 sentences

Move these to the caption:

- Full schedules
- URLs
- Long legal language
- Registration instructions
- Contact Information

Think of alt text as:

“What would someone need to know if they couldn’t see this image at all?”

What Screen Readers can Read in Image Flyers

Images With Meaningful Alt Text

Screen readers read:

- The alt text you write
- Any linked text or surrounding post text

They do not read:

- The text printed in the image
- Decorative graphics unless described

Text-based Posts With Images

If your flyer information is also included in:

- The caption
- The post copy
- A linked webpage

Screen reader users can access the content even if the image is complex.

Events, Dates, and Deadlines

Example with good alt text:



Alt text: "Summer Show Choir & Jazz Camp, June 21–27, 2026," with piano keys and music notes.

✓ This makes the flyer accessible even though the text is embedded in the image.

What Screen Readers Cannot Read Well

Image Flyers With no Alt Text

If no alt text is provided, screen readers may announce:

- “Image”
- “Graphic”
- Auto-generated descriptions like “text, logo, screenshot”

Note: This does not convey critical information like dates, registration, or contact details.

Text-heavy Flyers Without Summaries

Flyers that attempt to include:

- Multiple dates
- Grade levels
- URLs
- Disclaimers
- Registration info

Acceptable Example:

Here is an image consisting primarily of embedded text, that text should be used verbatim as the alt text.



Alt Text: College of the Siskiyous Summer Show Choir & Jazz Camp. “Save the Date, June 21–27, 2026,” for grades K–5 and 6–12. Registration opening soon. Design includes musical notes, a piano keyboard, and bright yellow and blue colors.

Preferred Method Example:

Here is an example of clean, platform-appropriate alt text optimized for social media accessibility - concise, descriptive, and easy for screen readers to handle.



Alt Text: Group photo at an outdoor Show Choir & Jazz Camp with participants in red and blue shirts and a banner featuring the College of the Siskiyous logo and piano keys.

Keep in mind that an image alone is best, but including a header, the logo, and maybe the dates (unless there are multiple) is the only text you should use on graphics/images/flyers for social posts.

More Examples:

College of the Siskiyous

BECOME A CERTIFIED NURSE ASSISTANT

STUDENTS ACQUIRE THE SKILLS AND KNOWLEDGE NECESSARY FOR STATE CERTIFICATION EXAMINATIONS

CLASSES BEGIN SEPTEMBER 22, 2025

PROGRAM REQUIREMENTS:

- Completion of High School 10th grade English or higher
- Successfully complete background clearance
- Successfully complete a drug screening
- You must be at least 16 years of age
- Meet or exceed the minimum health and physical requirements
- Successfully pass a physical examination
- Current AHA CPR card
- Access to RELIABLE transportation to and from the clinical site

SCAN THE QR CODE FOR MORE INFORMATION

OR VISIT
<https://www.siskiyous.edu/cte/nurs/cna.htm>

Additional Information:
College of the Siskiyous
2001 Campus Dr., Yreka, CA 96097
Email: nursing@siskiyous.edu
Phone: (530) - 841- 5929

No

This type of graphic/image/flyer can no longer be posted to our socials as a “post.” These can only be posted to our stories on all social pages.

 **BECOME A CERTIFIED
NURSE ASSISTANT**



Yes

Alt Text: “Become a Certified Nurse Assistant.” Nursing students in scrubs learning with an instructor and a spine model. For more information visit: <https://www.siskiyous.edu>

 **BECOME A CERTIFIED
NURSE ASSISTANT**



Yes - Preferred

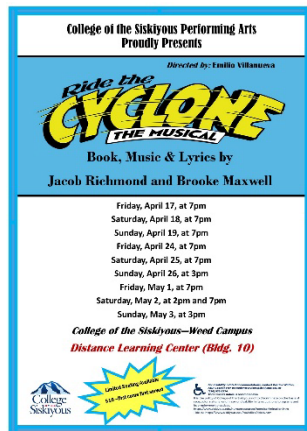
Alt Text: “Become a Certified Nurse Assistant.” Nursing students in scrubs learning with an instructor and a spine model.

More examples of flyers with too much text:

These types of flyers can **no** longer be posted on our social pages as a “post.”

- Too much verbiage to type in alt text
- Does not gain traction or boost page

We can post these to our social media stories:



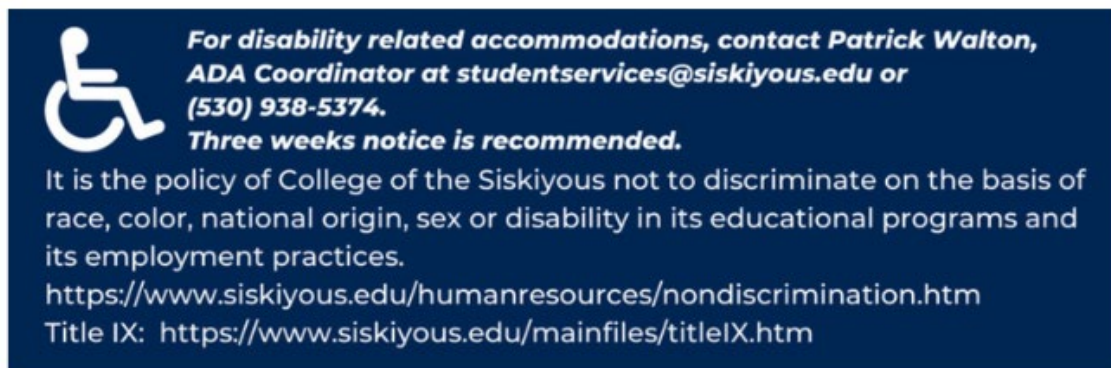
ADA/Non-discrimination Statement in Alt Text

You do **not** need to include the full ADA/non-discrimination statement in alt text.

Alt text should focus on the meaning and purpose of the image, not legal boilerplate.

The ADA statement should be posted in any of the following ways:

- The caption or post text
- A linked webpage
- A profile bio or Linktree
- Or a recurring accessibility link referenced in posts



How Alt Text Works Between Instagram and Facebook

Cross-posting From Instagram → Facebook

- The image transfers
- The caption transfers
- Custom alt text does **not** transfer

What happens on Facebook:

- Facebook will usually apply auto-generated alt text
- Your carefully written Instagram alt text is not included

Posting Through Meta Business Suite

When you post to Instagram and Facebook at the same time:

- Alt text fields are platform-specific
- You must add alt text separately for each platform
- If you add it only once, it does not duplicate across platforms

Sharing a Facebook Post to Instagram

- Instagram does not pull Facebook alt text
- Instagram will use:
 - Its own auto-generated alt text, or
 - Nothing, if no Instagram alt text is added

What this means for accessibility even though both platforms are owned by Meta:

- Alt text is **not** shared or synced
- Screen reader users may get:
 - A good experience on one platform
 - An incomplete or auto-generated experience on the other

If you don't add alt text on each platform, it isn't there.

Always add alt text natively on each platform

- Instagram: Advanced settings → Accessibility → Alt text
- Facebook: Edit photo → Alt text

Repeat key information in the caption, this ensures access even if:

- Alt text is missed
- Auto-alt text overrides it
- A platform update changes behavior
- Same wording is fine - just entered separately.

Social Media Posts, Videos, Reels, & Stories?

Posts

What They are:

Standard, permanent content published to a profile or feed.

Key Traits:

- Can be photos, graphics, carousels, text, or videos
- Appear in followers' feeds
- Remain on your profile unless deleted or archived
- Often used for announcements, brand content, or evergreen information

Videos

What They are:

Pre-recorded video content shared as a regular feed item, not short-form or disappearing.

Key Traits:

- Usually longer than Reels
- Can be horizontal, square, or vertical
- Often used for storytelling, tutorials, interviews, or event recaps
- May live in a dedicated video tab or feed

Reels

What They are:

Short-form, vertical videos designed for discovery and high engagement.

Key Traits:

- Typically 15–90 seconds
- Vertical (phone-first)
- Often include music, trends, text overlays, or quick cuts
- Shown heavily to non-followers via explore/discovery feeds
- Prioritize entertainment, education, or quick value

Reels are video formats. Screen readers do not read visual frames.

What Works:

- Auto-generated captions (must be enabled)
- Edited captions (recommended)
- Spoken narration
- Text overlays that mirror spoken information
- Always turn captions **on**
- Edit captions for accuracy
- Narrate key visual content
- Don't rely on fast-moving text alone

Rule of thumb: If someone listened with their eyes closed, would they still understand it?

Stories – Instagram, Facebook, TikTok

What they are:

Temporary, full-screen content that disappears after a set time.

Key traits:

- Visible for 24 hours (unless saved as Highlights)
- Appear at the top of apps, not in the main feed
- Can include photos, videos, text, stickers, links, polls, and music
- Designed for casual, real-time, or interactive content

For stories, reels, and videos, accessibility relies much more on captions, spoken audio, and text overlays, not traditional alt text.

Content Type	Traditional Alt Text	What Screen Readers Rely on Instead
Image posts	Yes	Alt Text
Stories	Mostly No	On-screen text & narration
Reels	No	Caption & Audio
Videos	No	Caption & Audio Description

Stories do not have a dedicated alt text field that screen readers reliably access.

What is accessible in Stories

- On-screen text (typed text, stickers with text)
- Spoken narration
- Limited interactive labels (polls, buttons)

If your Story includes important information:

- Put key text directly on screen
- Use simple, large text
- Say the info out loud (“This image shows...”, “Save the date...”)
- Avoid putting critical information only in decorative graphics

Videos – Instagram, Facebook, LinkedIn, YouTube, TikTok

Before uploading a video:

- Edit Automated Captions – do not rely on the platform auto captions alone.
- Burn – in Captions – use editing software to add captions
- Embed Audio descriptions – make sure any on screen text, charts or visual actions are spoken aloud in the video narrative.
- Check flash rates – no flashing elements or strobe effects.

AI and Accessibility

How to Make AI Flyers Accessible

You add Proper Alt Text (for Image Posts)

- Screen readers cannot read text inside images
- Alt text must summarize the flyer's purpose and key information

Key Information is Also in the Caption

- Dates
- Deadlines
- Grades / audience
- Registration links
- Accommodation information

The Design Itself is Readable

AI tools often create beautiful but inaccessible designs, Watch for:

- High color contrast
- Large, readable fonts
- Minimal text clutter
- Script or novelty fonts
- Text over busy backgrounds
- AI-generated decorative text that's hard to read

If the AI flyer is posted as a story, reel, or video then traditional alt text is not used.

You must rely on screen text, spoken narration, or captions.

Accessibility Issues with AI Flyers

Too Much Text in the Image

- Dates
- URLs
- Fine print
- ADA language

AI Images Sometimes

- Misspell words
- Alter dates
- Create fake URLs
- Distort logos or seals

This is an accessibility issue **and** a brand risk. Always proof AI flyers visually and verbally.

Auto-generated alt text assumption

Some platforms generate AI alt text automatically, but:

- It may miss the event purpose
- It may describe visuals, not meaning
- It may omit dates or audience

AI alt text should be treated as a fallback, not a solution.

Social Media Flyers

Color Contrast Guidelines to Follow

Text Contrast

- Primary body text is now light (near-white) on a deep, uniform green background
- Headline and emphasis text use high-contrast yellow that clearly separates from the background

Reduced Background Interference

- Decorative clovers and sparkles are lower contrast and faded
- Text is placed in clear zones without heavy visual noise behind it
- No critical text sits directly on high-texture areas

Font Legibility

- Thick, simple letterforms
- No thin script fonts
- Consistent spacing and line height
- Large text sizes for key messages

What does a 4.5:1 Color Contrast Ratio Mean?

4.5:1 means there is enough difference between text color and background color so most people can easily read the text, including people with low vision or color blindness.

The text needs to stand out clearly from the background. This is important because:

- People view flyers on small screens
- Lighting conditions vary
- Some users have visual impairments
- Social platforms don't allow users to adjust contrast manually

Color Contrasting AI Images



Not Accessible



Accessible

AI does not always get it right. Opening is misspelled.



Not Accessible



Accessible

Please note: These are just examples of AI images. AI images like these should not be posted on social media because fonts, colors, and the eagle, are not on brand with College of the Siskiyous.

Non-Accessible AI Flyers.

These images are not accessible on their own for social media.



Accessibility problems

Screen Readers Cannot Read Image as Text

- None of the details above are accessible unless they are repeated in alt text or the caption.
- A screen reader would likely announce something like: “illustration with cartoon eagle and decorative items.”
- Dates, times, addresses, sale information, and purpose are completely lost.

Text – Heavy and Decorative Design

- Dense paragraphs of text
- Stylized fonts
- Busy background
- Low tolerance for zoom/readability on mobile devices

Meaning Depends Entirely on Visuals.

The user must:

- Visually interpret “lucky day”
- Recognize the sale
- Notice the opening-late time
- Accessibility requires explicit text alternatives, not visual cues

Accessible AI Flyers



Alt text: St. Patrick's Day-themed flyer for the Eagle's Nest Resale Shop announcing a special opening time and a storewide sale.

Caption That Includes all key Information

Example:

Eagle's Nest Resale Shop Update

We're opening late today to celebrate with our students and volunteers.

123 Main St., Weed, CA
Opening today, March 16 at 1:00 PM
Entire store 50% off

We'll see you at 1:00 PM!

Note: Only with this supporting text does the post become accessible

Image Accessibility Summary



Element	Pass	Notes
Headline color contrast	Partial	Works for large text
Body text contrast	Fail	Does not meet 4.5:1
Font style choice	Pass	Sans-serif, readable
Font size (body)	Fail	Too small
Text on background	Fail	Busy, variable background
Image - only information	Fail	Needs captions/alt text

Color Contrast Example



Good contrast (passes 4.5 : 1):

White text on Navy background

Navy text on light blue background

Dark green text on a light green background

Poor contrast (fails 4.5 : 1):

Red text on pink background

Blue text on blue background

Orange text on yellow background



No



Yes

Accessible Fonts for Social Media Flyers

Choose Clean, Simple Fonts

Use

Sans-serif fonts (top choice)

These are the most accessible and easiest to read on screens.

Popular accessible sans-serifs:

- Arial
- Helvetica
- Calibri
- Verdana (excellent for small text)
- Tahoma

Modern sans-serifs (great for flyers):

- Open Sans
- Montserrat
- Lato
- Roboto
- Source Sans Pro
- Nunito

Best for:

- Body text
- Event details (date, time, location)
- Social graphics viewed on phones

Avoid

- Script or cursive fonts
- Decorative or novelty fonts
- Fonts where letters look alike (l, I, 1, O, 0)

Rule of thumb: If someone has to pause to read it, it's not accessible.

Make Text big Enough for Phones

- Most people view flyers on small screens.
- Body text should not be tiny
- Important information (dates, times, locations) should be easy to read at a glance
- Headlines can be larger, but body text matters most

Rule of thumb: Can you read it without zooming on your phone? If not, increase the size.

Limit the Number of Fonts

Too many fonts make content harder to process.

- 1 font for headlines
- 1 font for body text

This keeps the flyer clean and easier for screen-reader users and people with cognitive disabilities.

Use Font Weight Wisely

- Regular or semi-bold text is easiest to read
- Avoid thin or ultra-light fonts
- ALL CAPS should be limited (screen readers read them fine, but they're harder for humans)

Don't Rely on Font Style Alone to Communicate Importance

Avoid

- Italics
- Color
- Fancy type

Use

- Size
- Spacing
- Headings and hierarchy

Acronyms

When Using Alt Text:

- Screen readers may spell acronyms out letter by letter, making them harder to understand
- Social media audiences are broad, so many people may not know industry-specific acronyms
- Alt text is often read without visual context, so acronyms can be confusing
- Acronyms increase cognitive load for some users
- Plain language or spelling things out makes alt text clearer and more accessible

If you do not want to spell out “College of the Siskiyous,” please abbreviate by referring to the college as “Siskiyous” on any flyers, captions, or alt text. This will be in alignment with our overall school brand and will be in compliance with the new Title II Regulation Laws.

Accessibility Checkers

- [WebAIM \(Web Accessibility in Mind\)](#)
- [WebAIM Color Contrast Checker](#)
- [Accessibility Checker](#)
- [WAVE Web Accessibility Evaluation Tool](#)

Summary

Alt Text (Images & Graphics)

Required when images convey information

- Describe what matters, not decorative details.
- Describe the purpose of the flyer
- Include key information (what, when, who)
- Include key text shown in the image.
- Add alt text on each platform separately
- Avoid “image of” or “graphic of.”
- Emojis should be used sparingly and placed after text when possible.

Example:

“Softball players celebrating a win on the field after defeating Yuba College.”

Color Contrast

- Text must meet WCAG 2.1 AA contrast ratios:
 - 4.5:1 for normal text - there is enough difference between text color and background color.
 - 3:1 for large text - text color is three times lighter or darker than the background behind it.
- Do not rely on color alone to convey meaning (e.g., “items in red are required”).

Fonts & Text

- Use sans-serif, readable fonts.
- Avoid decorative or script fonts for body text.
- Do not embed important text inside images when possible.
- Ensure text is readable on mobile without zoom.

Social Media Posts (Feed Content)

Applies to Instagram, Facebook, X (Twitter), LinkedIn, etc.

- Add alt text to images.
- Use CamelCase hashtags (e.g., #SiskiyousEagles).
- Limit emoji use; place emojis at the end of captions.
- Avoid using excessive symbols.

Stories (Instagram/Facebook)

- Overlay text must:
 - Have sufficient contrast
 - Be shown long enough to read
- Add captions or text summaries for spoken content.
- Do not rely on stickers (polls, GIFs) alone to convey meaning.

Reels & Videos

- Captions are required for spoken audio (auto-captions must be reviewed).
- Important visuals must be explained verbally or in captions.
- Avoid flashing or strobing effects.

AI-Generated Flyers & Graphics

- AI tools do not guarantee accessibility.
- Always check:
 - Color contrast
 - Font readability
 - Text placement (no crowding)
- Provide alt text when posting.
- AI does not replace human review under Title II.
- Decorative or AI flyers are not accessible by default.
- Accessibility happens in the caption and alt text—not the artwork.
- Must be mindful of font styles and color contrast

Acronyms & Abbreviations

- Spell out acronyms on first use.
 - Example: Americans with Disabilities Act (ADA)
- Avoid assuming audience familiarity.
- This improves accessibility for screen readers and cognitive processing.
- Refer to the college as Siskiyous rather than COS