

LAUSD Job Aid for Social Media Accessibility

Sending information via social media is a fast and convenient way to share events, announcements and communicate with the Los Angeles Unified School District (the District) Community. Nonetheless, if accessibility is not applied when constructing posts, all members of our community may not have access to the valuable information being shared. It is important to make social media posts accessible to ensure effective communication for everyone.

According to Section 508 of the Rehabilitation Act of 1973, all federal agencies are required by law to make electronic documents (including all digital content) accessible for people with disabilities. District employees are obligated by the Americans with Disabilities Act (ADA) to follow the [Web Content Accessibility Guidelines](#) (WCAG 2.0 Level AA; and WCAG 2.1 by April 24, 2026).

There are some “exceptions” for preexisting social media posts. According to the Department of Justice Final Rule on Accessibility of Web Content and Mobile Apps, “*social media posts made by a state or local government before the date the state or local government must comply with this rule do not need to meet WCAG 2.1, Level AA.*”

The District is committed to providing equity, program accessibility and inclusion for people with disabilities. The Ethics and Compliance Monitoring (ECM) Legal Services Team believe that effective communication is essential to the District’s Strategic Plan to improve student outcomes, therefore “*Compliance ensures that students have the necessary tools to succeed.*”

The purpose of this job aid is to share best practices for creating social media posts using the following platforms:

- Facebook 
- Instagram 
- X app (Twitter) 
- YouTube 

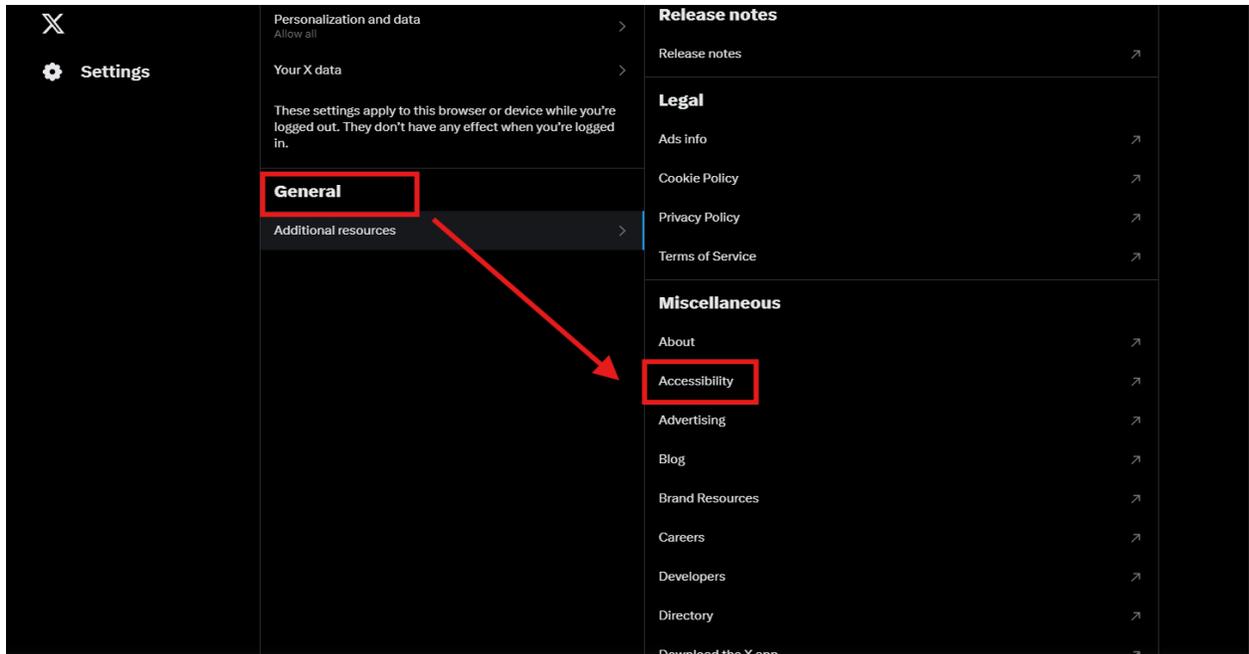
Before creating and sharing social media content, remember to enable the accessibility settings to assist with implementing these best practices for social media accessibility.

Enabling the Accessibility Settings in Social Media

Facebook, Instagram, X (formerly Twitter) and YouTube are just a few of the commonly used social media platforms throughout the District. Enabling the accessibility settings in any social media platform will guide you in reducing accessibility issues to make your posts ADA Compliant.

Within the “Settings” menu, you can enable the *Accessibility* settings. Whether you are using a desktop or mobile device, enabling the accessibility features can be found within the general “Settings” menu. Selecting **Accessibility** will activate the accessibility checker in the app, and it will provide features that you can edit and apply to your social media post(s).

Below is an illustration of how you can locate the accessibility settings in the X app (Twitter). Go to **Settings**, then select **General** and find the **Accessibility** setting.



For more information specifically about locating the accessibility features (settings) in the targeted social media platforms, please visit the links below:

- [Accessibility: Facebook Help Center](#)
- [Instagram Help Center](#)
- [X \(formerly Twitter\) Accessibility Features](#)
- [YouTube Manage Accessibility Settings](#)

Best Practices for Creating Accessible Social Media Posts

Text (Font Style)

When selecting the font to use for your story, make sure it is large enough to read and check the color contrast to verify the foreground (text) color and background colors pass for color ratio.

- Avoid excessively fancy and small fonts that are hard to read; use fonts that are readable (12pt or larger) and easier to comprehend for individuals with vision impairments, dyslexia and other disabilities.
- Avoid the use of all capital letters, excessive italics or underline and fancy fonts with curves or extensions at the end.

- If available, use the [District's branding fonts](#) (Larsseit, Poppins, and Lato) or a San Serif font like Arial, Calibri or Verdana. Poppins is the primary typeface and Lato is the digital (web) typeface used for the District.

Primary Typeface
Poppins is the primary typeface for LAUSD. You can use Poppins in your products and projects - print or digital. Poppins has an open font license and can be downloaded on Google Fonts across all devices.

POPPINS LIGHT
ABC 123

POPPINS REG
ABC 123

POPPINS MED
ABC 123

POPPINS BOLD
ABC 123

POPPINS BLACK
ABC 123

Digital Typeface
Lato is the current typeface in use for LAUSD web.

LATO HAIRLINE
ABC 123

LATO LIGHT
ABC 123

LATO REGULAR
ABC 123

LATO BOLD
ABC 123

LATO BLACK
ABC 123

The default font for applications when the above fonts cannot be used is Arial.

Although the text in most social media posts is set as a default size and style, you can embed text in multimedia stories posted on a social media story (e.g. Instagram or Facebook). A "Story" in social media refers to a function that enables users to share temporary multimedia content, such as photos or videos, which are visible for a set amount of time (24 hours) before vanishing. Learn more about, [Social Media stories: Your Guide to all Social Media Story Platforms](#).

Camel Case

Camel case is when the first letter of each word in a hashtag is capitalized. For example: **#ReadyForTheWorld** vs. **#readyfortheworld**.



Lowercase multiple-word hashtags make it difficult for screen readers to identify the individual words. As a result, the content is inaccessible to people who use screen readers. Also, you don't want your hashtags to get lost or overlooked in the cluster of social media tags. Using Camel case doesn't just benefit screen reader users it improves readability for everyone. To engage with all your audience, be sure to use camel case in your hashtags.

Image description (Alt Text)

A description added to images is called Alternative Text or "alt text". The image description is read by an assistive technology device known as a *screen reader*. Typically, individuals who do not use screen readers will not be able to access the alt text unless the image does not display; alt text is coded in the digital content and is read aloud for screen reader users, so it is not accessible for all users. For images that do not convey important meaning or messages, you can mark the images as decorative. If you use images with embedded text, remember to include the text in your image description along with any other important information.

Adding the direct wording of the embedded text is important because the screen reader does not recognize the embedded text. Since the screen reader interprets the text as a photo or graphic, the text is not readable and is not searchable or selectable for screen readers.

Below are some instructions for adding and editing alt text to your social media photos.

Adding Alt Text for Facebook photos

1. Select **Photo/Video** at the top of your Feed.
2. Choose the photo(s) you want to add.
3. Hover over the photo and select  **Edit**.
4. Select  **Alternative text** in the menu on the left side.
5. The automatically generated text will be shown on the left side of your photo. Select **Override generated alt text** to edit it.
6. Write your alt text in the box. To change back to the automatically generated text, select **Clear**.
7. To save your alt text, select **Save** in the bottom left.

Change the alt text of a Facebook photo

To change the alt text of a photo after you've already posted it on Facebook:

1. Select the photo to open it.
2. Select the more icon  in the top right and select **Change Alt Text**.
3. Use the **Override generated alt text** or change the alt text in the text box. You can also select **Clear** to change the alt text back to the automatically generated text.
4. Remember to **Save** your alt text.

Adding Alt text for Instagram photos:

1. Start by [uploading an existing photo](#) to Instagram.
2. Choose a filter and edit the image, then select **Next**.
3. Select **Accessibility**, then write the alt text in the box.
4. To apply the alt text, select **Share** to post the photo.

Change the alt text of an Instagram photo

To change the alt text of a photo after you've already posted it on Instagram:

1. Above your photo or video, select more **...**.
2. Go to the **Edit** button.
3. Select **Accessibility**, then write the new image description in the box.
4. Select **Done** to save your changes.

Tips for Image descriptions in the X app (Twitter):

1. Upload an image to a post, then select **Add description** underneath the image.
2. [Add image description](#) in the text box. There is a character limit of 1,000 on the X app.
3. Select **Save**. An ALT badge will appear in the corner of the image. ("ALT" is the abbreviation for alternative text. Then select **post**).

Adding alt text to your posts on the X app promotes inclusion for people using assistive technology, such as screen readers. Here are some additional resources to help make your images accessible:

- [Social Media Accessibility: Everything You Need to Know About Alt Text on Social Media](#)
- [Adding Image Descriptions to Your Social Media Posts](#)

Note: If using acronyms, it is best to spell out the full name first and use spacing or periods in between each letter of the acronym to guarantee that the screen reader pronounces the term correctly; for example, Los Angeles Unified School District should be spelled out first then use spacing or periods to separate each character (e.g. L A U S D or L.A.U.S.D.), or you can use the term "the District"

which is commonly used in place of spelling out the full name of the school district.

Caption (Text descriptions)

When posting content to your social media platforms, adding *caption descriptions* to your social media post offers equitable access and inclusion for all individuals. Social Media captions tell the story of the visual shared in your post. By adding a concise and meaningful caption to your post, you allow all readers to access your digital content. A caption (or text descriptions) can be applied to the “In-line description” or summary section of the post. For more information on caption descriptions, go to: [How to write better social media captions.](#)

Closed Captioning

Unlike a caption, *Closed Captioning* is the text description of a video audio. Closed Captioning (CC) requires users to enable the captioning setting. This allows users to turn on and off the closed captions as desired or needed. Deaf and Hard of hearing individuals use closed captioning and other services to participate in programs and activities. It is required to add closed captioning to any video content.

Below are instructions for Managing closed captions for Instagram reels:

Manage closed captions for your new reels

1. Go to the plus icon  to **Create**.
2. Select a video from your camera roll, then **Next**.
3. Tap **Next**.
4. At the bottom, select  **Advanced Settings**.

- To turn closed captions on or off, activate the toggle  next to **Show captions**.
- To turn caption translations on or off, activate the toggle  next to **Translate captions**.

Manage closed captions for your posted reels

Closed captions on your previously posted reels will default to your caption settings on Instagram. You can still manage your captions with your Instagram settings after the reel is posted.

1. Select  your profile picture in the bottom right to go to your profile.
2. Select the reel that you want to edit.
3. At the top, select more ******* then go to **Manage captions and translations**.
4. To manage your captions on your shared reels:
 - To turn closed captions on or off, activate the toggle  next to **Show captions**.
 - To turn closed caption translations on or off, activate the toggle  next to **Translate closed captions**.
 - To turn stickers and text translations on or off, tap the toggle  next to **Translate stickers and text**.
 - To remove captions from your reel, tap **Remove Captions for Everyone**.

More information about Closed Captioning in the other Social media platforms:

- [Turn captions on for videos on Facebook](#)
- [How to upload caption \(.srt\) file to Posts](#)
- [How \(and why\) to add captions to your YouTube videos](#)

Audio Description

Audio Description (AD) are the audio narration of the actions and key visual elements in a video or multimedia that are not included in the original audio presented on the screen.

In the US, video accessibility is required under several anti-discrimination laws. In October 2010, Barack Obama signed the [21st Century Communications and Video Accessibility Act \(CVAA\)](#), requiring that modern communications technologies be made accessible to all people regardless of vision and/or hearing loss. These [audio description laws](#) are the same laws that require closed captioning for video.

Additionally, the Web Content Accessibility Guidelines (WCAG) 2.0, the international standard for web accessibility, requires audio description under [Guideline 1.2 for Time-based Media](#).

Adding audio descriptions to videos provides a more inclusive experience for individuals who are blind or have low vision.

More information about Audio Description: [Making Audio and Video Media Accessible](#).

Emojis

Emojis are visual symbols. Although emojis are fun, easy and fast ways to react or express emotions, they are not always accessible for screen reader users and limit effective communication. Here are some things to consider when using emojis in the digital world:

1. When rendered as speech, an emoji's default description may change the core message of its accompanying text.
2. When spoken, an emoji's default description may cause the message to omit critical information.

3. Emojis with similar colors and shapes may be indistinguishable to people with varying levels of vision ability, even when using screen magnification.
4. Don't repeat the same emoji more than 2-3 times and place them at the end of a sentence.
5. Avoid using emoji in your display name.

It is best to use “plain text” to convey important information and reduce ambiguity. Below are some additional resources on how you can use emojis with accessibility in mind.

Resource for using Emojis:

- [Accessible content design for emojis](#)
- [Using Emojis in Social Media – Good or Bad for Accessibility](#)

Flickering lights

When adding GIFs or fast video content, it is important to avoid content that contains flashing or rapid transitions between light and dark background colors. Photosensitive seizures can be caused by these types of video/images. Digital content creators are recommended to use the [Photosensitive Epilepsy Analysis Tool \(PEAT\)](#) to evaluate videos or graphics that produce rapid or flickering lights that may cause seizures. The *WCAG 2.0 Guideline 2.3 - Seizures* provides standards for using [three flashes or below threshold](#) for creating digital content that reduces seizure risk.

Color Contrast

Make sure there is enough color contrast between the foreground content and background content. Test the colors used in your content with a [Color Contrast Analyser tool](#). WCAG 2.0 level AA requires a contrast ratio of at least 4.5:1 for

normal text and 3:1 for large text. It is best to check your color prior to exporting your design(s).

Use the eyedropper in the Color Contrast Analyser (CCA) tool to help find the correct District branding Color Palette. The CCA tool can be used to check the color in images and even videos posted on social media. It can assist you in finding the best color contrast that meets WCAG 2.0 Level AA Guidelines.

Color Palette and Acceptable Use

Please note the guidance under each of the colors related to acceptable use.

Primary Colors RGB #002575 CMYK 100%, 92%, 31%, 29%	RGB #009FD9 CMYK 84%, 16%, 0%, 0%	Neutral Colors RGB #000000 CMYK 75%, 68%, 67%, 90%	RGB #FFFFFF White
			
	Do use with navy Do use with white Do not use for text smaller than 17pt	Do use with navy Do use with white Do not use for text smaller than 17pt	Do use with navy Do use with white Do not use for text smaller than 17pt
Secondary Colors RGB #005E32 CMYK 100%, 34%, 100%, 30%	RGB #FFA509 CMYK 0%, 44%, 100%, 0%	RGB #FF5D03 CMYK 0%, 83%, 100%, 0%	#FF0000 CMYK 0%, 100%, 100%, 0%
			
Do use with white Do not use on top of navy Do not use with navy type	Do use with navy Do not use for text color on white Do not text smaller than 17pt	Do not use for text smaller than 17pt Do not use with red text	Do use white as primary combo Do use with navy sparingly Do not use for text smaller than 17pt

For more information on color contrast, review the following resource for [Adjusting the Text contrast in Facebook](#).

QR Codes

Often times, QR Codes are added to PowerPoint slides to reference resources or other webpages. Be sure to add alt text to your QR Code so screen reader users are aware of what the QR Code is referencing. Additionally, you should add a short link for individuals who may not use mobile devices or have access to take a picture of the QR Code.

Mobile Display

Some people may access your content via mobile devices. It is recommended to always check your content using a tablet or cellphone to ensure the content is readable.

For more information on how you can create accessible social media post check out the resources below:

- [How do I edit the alt text for a photo on Facebook?](#)
- [Edit the alt text for a post on Instagram](#)
- [How to make images accessible for people using the X app](#)
- [Accessibility by Platform](#)
- [The Accessible Social Checklist](#)

Creating accessible content benefits everyone! Make sure you apply these best practices to your PowerPoints. If you have additional questions or need ADA Technical Support, please contact the Office of ADA Compliance by email: ADA-info@lausd.net or call (213) 241-4530.