# JP Schools Social Media Accessibility Guidelines

As Jefferson Parish Schools continues to strengthen communication across the district, we are also taking important steps to ensure that all content is accessible to every member of our community.

The accessibility of digital content is required under the Americans with Disabilities Act (ADA). As a public school system, JP Schools is responsible for ensuring that all digital communications, including social media content, are accessible to individuals with disabilities.

Recent updates to federal accessibility guidelines further underscore these expectations and require school systems to be deliberate in how digital content is created and shared. These updates, which take effect on **April 26, 2027**, make clear that communications must be inclusive and designed so all users can access and understand the information being provided.

For many families, social media serves as a primary source of school and district information. It is therefore essential that this information is not only engaging but also accessible to individuals who use screen readers, rely on captions, or have visual or hearing impairments.

These updates are not only important from an equity and access standpoint, but are also necessary to maintain compliance with federal requirements.

As a district, we are committed to leading this work and supporting schools in creating content that reflects these standards. The guidelines below provide clear, practical steps to help ensure that social media content is accessible moving forward.

Accessibility is now a standard expectation in school communication, and we appreciate your commitment to ensuring that all JP Schools families can connect, engage, and remain informed.

## HOW TO MAKE YOUR SOCIAL MEDIA CONTENT ACCESSIBLE

| Add Alt Text to Images | Add Closed Captions to All Videos |
| --- | --- |
| Alt text allows screen readers to describe images to users. | Closed Captions are required for accessibility. |

# ADD ALT TEXT TO IMAGES

## Best Practices

- Describe what is happening
- Include key details
- Keep it short and clear

**Example of alt text (shown on the right):**

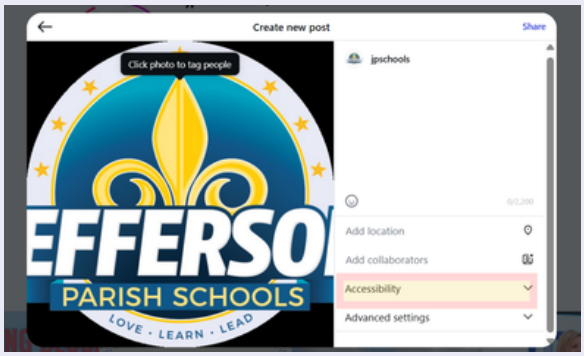
Two students are smiling at the teacher, who is smiling back at them.

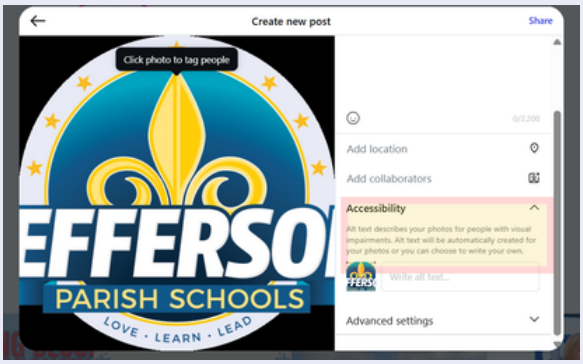
Identify the social media platform where you need to add alt text, then refer to the corresponding tutorial for each platform supported by the district.

## INSTAGRAM

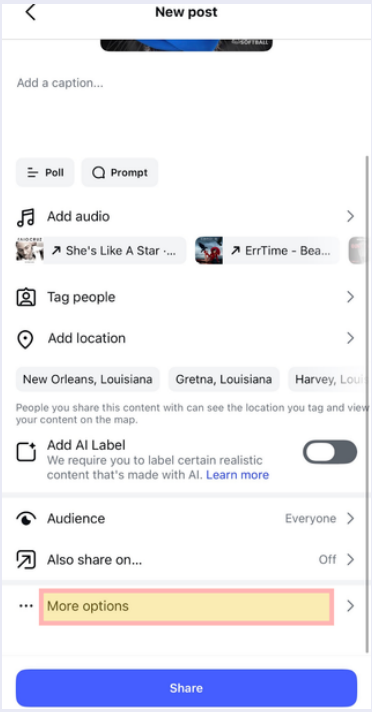
1. Upload your photo
2. Go to More Options/Accessibility
3. Select Write Alt Text
4. Enter a clear description

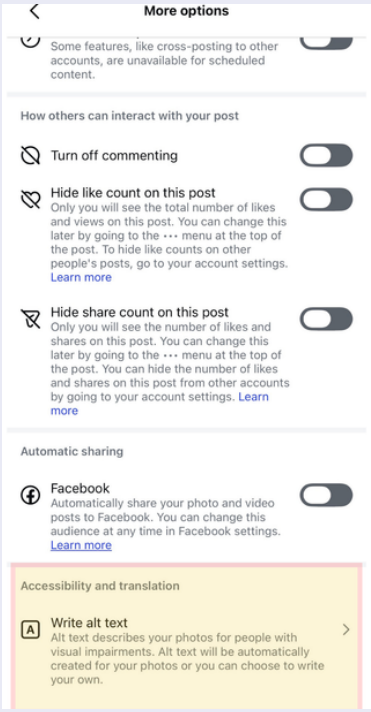
### COMPUTER




### MOBILE VERSION

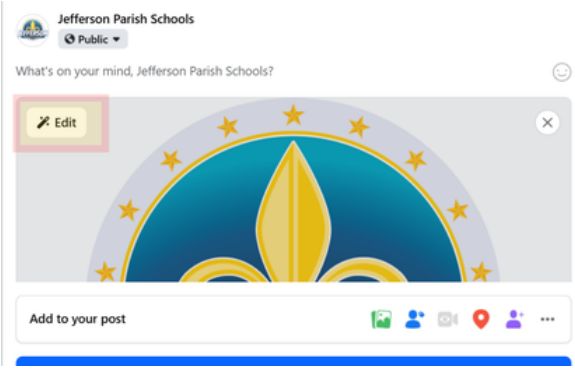


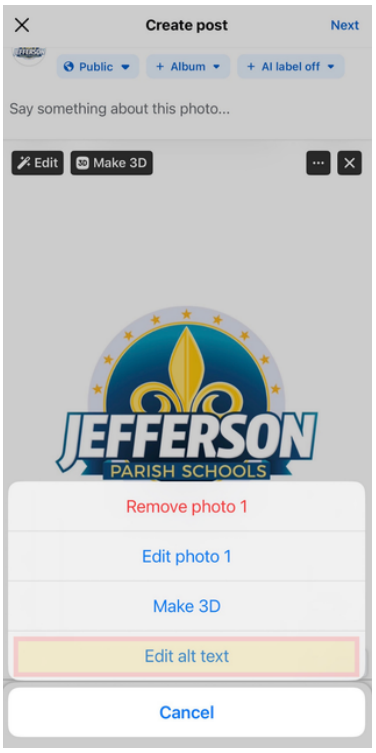
## FACEBOOK

1. Upload your photo
2. Click the Three Dots/Edit
3. Select settings, Write Alt Text
4. Edit or write your own description

### COMPUTER



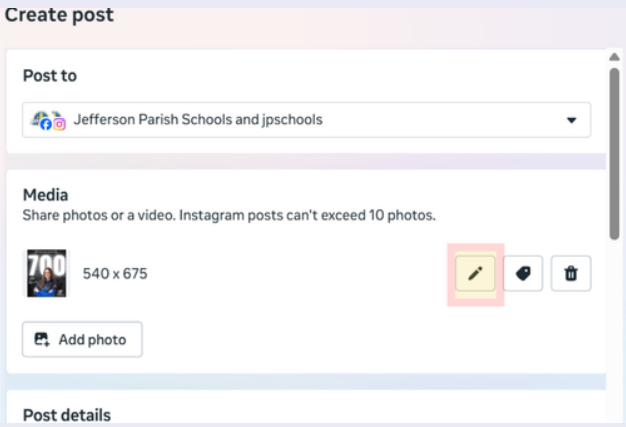
### MOBILE VERSION

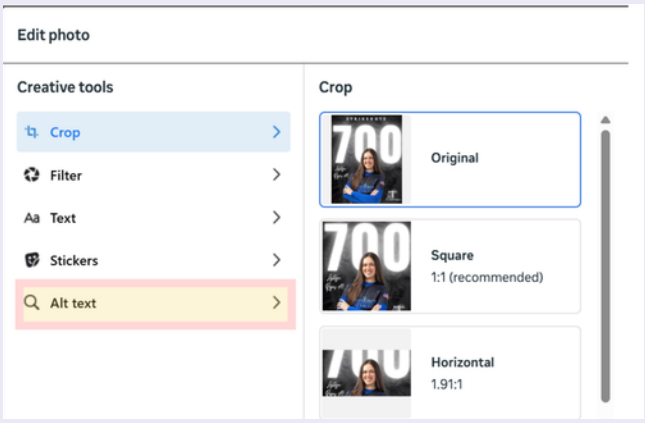



## BUSINESS SUITE - COMPUTER

1. Upload your image
2. Click edit
3. Click alt text
4. Write your description

**The Business Suite mobile app currently does not support alt text or closed captions.**



# ADD CLOSED CAPTIONS TO ALL VIDEOS

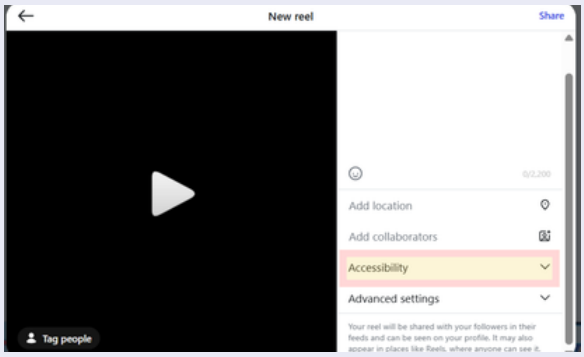
Closed captions are required for accessibility because they ensure content is usable by people who can't rely on audio. For individuals who are deaf or hard of hearing, spoken dialogue, sound cues, and important audio information are otherwise completely lost. Captions convert that audio into text, making the content fully understandable.

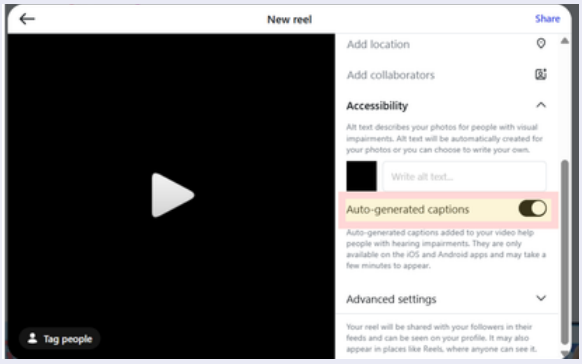
Identify the social media platform where you need to add closed captioning, then refer to the corresponding tutorial for each platform supported by the district.

## INSTAGRAM

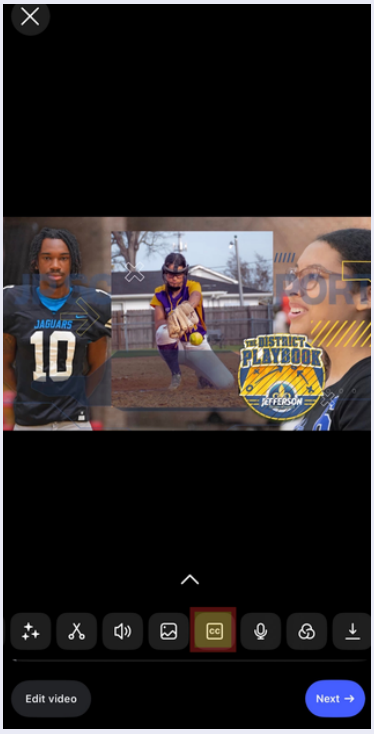
1. Upload your video
2. Click Accessibility/
3. Generate closed captions
4. Export with captions included

### COMPUTER




### MOBILE VERSION

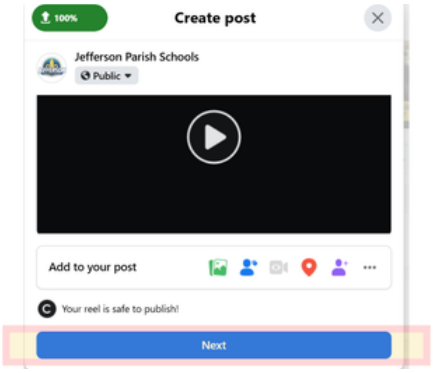


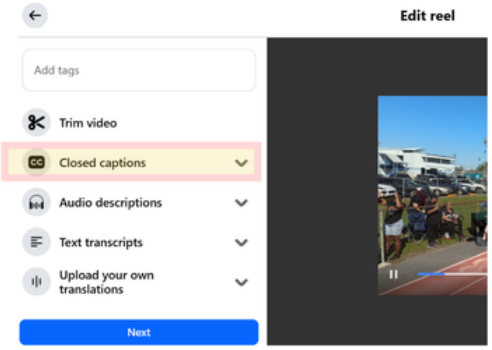

## FACEBOOK

1. Upload your video
2. From edit select CC
3. Generate closed captions

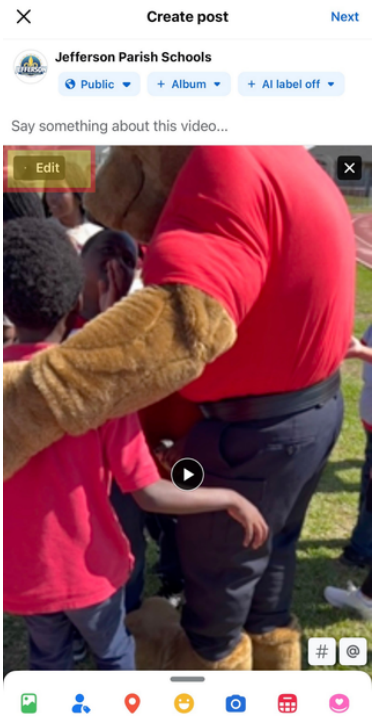
## FACEBOOK (CONTINUED)

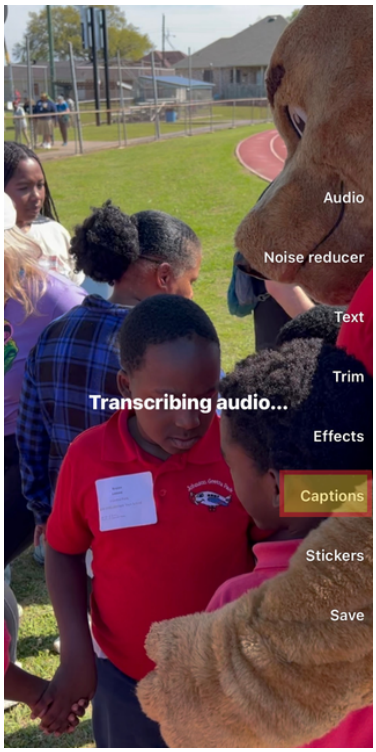
### COMPUTER




### MOBILE VERSION

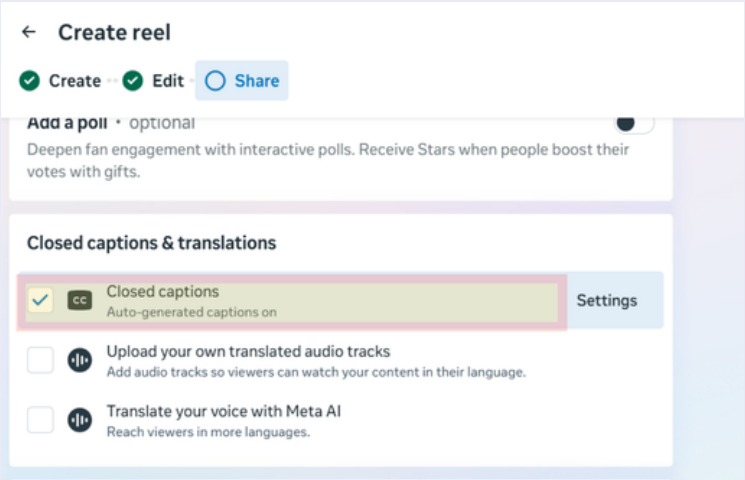



## BUSINESS SUITE - COMPUTER

1. Click next
2. Make sure closed captions are turned on
3. Share video

**Reminder: The Business Suite mobile app currently does not support alt text or closed captions.**



# GRAPHICS & CAPTIONING

## CREATE ACCESSIBLE GRAPHICS

### Best Practices (In Canva or other design tools)

- Use high contrast colors
- Choose simple, readable fonts
- Avoid script or decorative fonts
- Keep text large and minimal

**Example of low contrast text:**

Low-contrast text is hard to read for people with visual impairments or color blindness. A suggested alternative would be dark blue or black.

## WRITE CLEAR AND ACCESSIBLE CAPTIONS

### Best Practices

- Use short paragraphs
- Avoid large blocks of text
- Keep language simple and direct
- Capitalize the first letter in each word of a hashtag.

### Use Emojis Carefully

- Place emojis at the end of sentences
- Limit to a few per post

**Suggested Structure:**
Paragraph 1: What is happening
Paragraph 2: Why it matters

## WRITE CLEAR AND ACCESSIBLE CAPTIONS (continued)

### Use Descriptive Links

| **Avoid:** | **Use:** |
| --- | --- |
| "Click here" | "View the full event schedule here: [link]" |

## WHAT YOU SHOULD BE DOING STARTING NOW
### (ADA GUIDELINE CHECKLIST)

- ☑ **Add alt text to all images**
- ☑ **Caption all videos**
- ☑ **Review graphics for readability**
- ☑ **Write clear, accessible captions**

## NEED SUPPORT?

The Communications Team is here to support you. If you need help making your content accessible, please reach out to us at **communications@jpschools.org**.