

Join the Conversation

Thank you for joining us to honor the 30th anniversary of the Americans with Disabilities Act (ADA). The celebrations of this significant milestone should reflect this progress achieved from decades of advocacy from people with disabilities and allies across the United States. As such, we've developed this toolkit to support your efforts to celebrate the ADA and raise awareness about the progress and future goals of the ADA on your organization's websites, social media channels, and other communications.

ADA 30 Website Link

The ADA30 website contains information on the history and objectives of the ADA, along with details about important disability rights events. In your own communications, please use the following link:

- <https://www.aapd.com/ada30/>

Sample Company Statement for Use in Internal or External Communications Materials

Today we celebrate the 30th anniversary of passage of the American Disabilities Act (ADA), honoring decades of progress in the fight for full civil rights for 60+ million diverse Americans with disabilities.

Prior to the enactment of the ADA, people with disabilities were segregated from mainstream society and denied equality of opportunity because of fear, ignorance, prejudice, stereotypes, labels, and systemic barriers. Thanks to the ADA, across America and within our community, we now reject these precepts, and instead embrace disability as a natural part of the human experience, that in no way diminishes a person's right to fully participate in all aspects of society.

The ADA has played a historic role in removing barriers to employment, public services, information and communication technology. Every person in the United States, not only people with disabilities, benefits from this legislation.

As we recognize and commemorate this milestone, we also reaffirm our commitment to fight for a more inclusive America. We pledge to continue to implement the ADA and work together to pursue the goals of the ADA: equality of opportunity, full participation, economic self-sufficiency, and independent living for people with disabilities.

Announcement Hashtags

In your social media posts, please use the following hashtags:

- #ADA30
- #DisabilityRights
- ADAvoices

Channels to Follow

In your social media posts, please consider tagging, retweeting or sharing the following handles, where appropriate so we can amplify your efforts:

- Twitter, [@AAPD](#)
- Facebook, [@DisabilityPowered](#)
- LinkedIn, [American Association of People with Disabilities](#)
- Instagram, [@aapdoofficial](#)

Sample Shareable Social Media Content for Use on July 26th Only

Twitter

- Happy #ADA30! Today marks three decades of progress in the fight for full civil rights for 60M+ diverse Americans with disabilities. Join us in marking this meaningful milestone.

Facebook

- For 30 years, the Americans with Disabilities Act has transformed the landscape of our nation and created opportunities for the more than 60 million Americans. The ADA exists because of the concerted, dedicated, and persistent efforts people from across the disability community with a diverse identities and experiences. As we celebrate ADA 30, we must celebrate disability and continue to advocate for a more equitable, inclusive America. We're committed to being part of the next 30 years of change. Learn more with us today: <https://www.aapd.com/ada30/>

LinkedIn

- Today marks the 30th anniversary of the Americans with Disabilities Act, a significant milestone in the movement to secure full civil rights for 60+ million diverse Americans with disabilities. As we celebrate #ADA30, we cannot lose sight of the work still to be done. Together, we will move boldly into the next 30 years of the disability rights movement. Learn more with us today: <https://www.aapd.com/ada30/>

Instagram

- #DisabilityRights are civil rights. On #ADA30 and beyond, disability must be celebrated. We've come a long way, but people with disabilities, particularly multiply marginalized people with disabilities still experience systemic discrimination. We must continue to advance disability rights and equality for all.

Visual Assets to Use on Social Media

To accompany your social posts, we've designed five graphics with corresponding alt text tags to post along with the draft content above. To download the graphics and alt text tags, please [click here](#).

Sample Proclamation for Use in Local, City or State Outreach

Recognizing and Commemorating the 30th Anniversary of the Americans with Disabilities Act

WHEREAS, July 26, 2020 marks the 30th anniversary of the enactment of the Americans with Disabilities Act of 1990 (ADA); and

WHEREAS, Prior to the enactment of the ADA, people with disabilities were often segregated and denied equality of opportunity because of fear, ignorance, prejudice, stereotypes, labels, and systemic barriers; and

WHEREAS, The ADA rejects these precepts and instead embraces the precept that disability is a natural and normal part of the human experience, that in no way diminishes a person's right to fully participate in all aspects of society; and

WHEREAS, The goals of the ADA include equality of opportunity, full participation, economic self-sufficiency, and independent living; and

WHEREAS, The ADA exists because of the concerted, dedicated, and persistent efforts people from across the disability community with a diverse identities and experiences; and

WHEREAS, In celebrating the 30 anniversary of the ADA, we celebrate all those advocates who fought to make disability non-discrimination a reality, including Justin Dart, Sylvia Walker, Michael Winter and [insert additional names of disability champions, particularly champions from your local area].

WHEREAS, State and local governments and businesses recognized the public interest in extending civil rights protections to all people, including people with disabilities; and

WHEREAS, Members of Congress [insert member(s) of your Congressional delegation who championed ADA] worked in a bipartisan manner to craft comprehensive and transformative civil rights legislation; and

WHEREAS, The ADA has played a historic role in removing barriers to employment, public services, public accommodations, public and private transportation, telework, telecommunications, websites, online systems, mobile apps, and other forms of information and communication technology; and

WHEREAS, Every person in the United States, not only people with disabilities, benefit from the principles of universal design with respect to buildings, areas of public accommodation, modes of transportation, websites, and other technologies.

WHEREAS, Thirty years after the enactment of the ADA, the law remains a crucial tool in addressing persistent discrimination, including failure to: ensure competitive, integrated employment as the presumed, priority, and default placement by state and local agencies; provide meaningful opportunities to community-based services and supports; and eliminate new barriers to equal opportunity, such as inaccessible websites, online systems, mobile apps, and other forms of information and communication technology, algorithm bias in artificial intelligence, lack of access to the gig economy, and in responses to pandemics and other state or national emergencies; and

WHEREAS, The United States has an obligation to ensure that all Americans, regardless of citizenship status or race, can age in place.

WHEREAS, The United States has a responsibility to welcome back and create effective and meaningful opportunities for tens of thousands of working-age veterans who have been wounded in action or have experienced injuries or illnesses related to their service; and

WHEREAS, The ADA serves as a model for civil rights protections for people with disabilities in other countries.

Therefore, be it RESOLVED, That the [state/city/county of ...] recognize and commemorate the 30th anniversary of the enactment of the Americans with Disabilities Act of 1990; and be it further

RESOLVED, That the [state/city/county of ...] encourage agencies, businesses, and all members of the public to celebrate the advancement of the American Dream for all, made possible by the enactment of the ADA; and be it further

RESOLVED, That the [state/city/county of ...] pledge to continue to implement the ADA and work on a bipartisan basis to pursue the goals of the ADA: equality of opportunity, full participation, economic self-sufficiency, and independent living for people with disabilities.

Social Media Alt Text Instructions

Instagram

- Take or upload the photo you want to post
- Choose your preferred filter or edit the image then click Next.
- Find and click Advanced Settings
- Tap Write Alt Text
- Type the appropriate alternative texts tags that best describe your image (100 characters is a recommended limit, but you can exceed this limit to convey the content in your graphic.)

Facebook

If posting from a computer:

- Upload Photo
- Click on Options on the top right of the Photo
- Click Edit Alt Text
- The automatically generated text will be shown on the left side of your photo. Click Override generated alt text to edit it.
- Write your alt text in the box.
- To save your alt text, click Save in the bottom right.
- Write your preferred alt text tags and hit the Done button (100 characters is a recommended limit, but you can exceed this limit to convey the content in your graphic).

How to change the alt text of a photo you already posted:

- Click the photo you want to edit
- On the top right of the image and click Options
- Select Change Alt Text
- Tap Override generated alt text button and begin writing the alt text tags for the image
- Click the Done button once complete.

If posting from a mobile device:

- Click the photo you want to edit
- On the top right of the image and click Options
- Select Change Alt Text
- Tap Override generated alt text button and begin writing the alt text tags for the image
- Click the Done button once complete.

LinkedIn

Adding alt text on LinkedIn images can only be done when you are logged in to your account using a desktop. This feature is not available on a mobile device.

- Choose the image icon and select the image you want to post
- Once the image loads, click the Add Alt Text on the top right side of the image
- Write the alternative text that describes your image on the box and click the save button (120 characters)
- Hit the Done Button followed by the Post button

Twitter

Before you add alt text tags on Twitter, you have to configure the settings first:

- Go to your Settings and Privacy
- Click Accessibility under General
- Under Vision, turn on Audio Descriptions

To start adding alt text tags:

- Add the image you want to include in your tweet
- If using a mobile device, click +Alt at the bottom right of the image. If tweeting from a computer, Add Description below the photo
- Then begin typing the alt tags you want to include on your photo (1000 characters)
- Click Done to save the changes

Additional resources:

- [Alt Text Guidelines](#)
- [Everything You Need to Know About Alt Text](#)
- [Best Practices When Writing Alt Text](#)

Contact

If you have any questions about this social content, celebrating the ADA 30 or AAPD, please contact communications@AAPD.com.