Join the Conversation

Thank you for joining us to celebrate the 30th anniversary of the Americans with Disabilities Act (ADA). The ADA is the result of decades of advocacy from people with disabilities across the United States. The celebrations of this significant anniversary should reflect this, so we 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 personal and organizational social media channels.

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/

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, @aapdofficial

Shareable Social Media Content for Your Use

Twitter
- **FOR JULY 26th ONLY:** 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.

- As we celebrate #ADA30 and the ongoing #DisabilityRights movement, there's still work to be done. Be part of the next wave of change to advocate for a more equitable, inclusive America.

- Disability identities must be celebrated, on #ADA30 and every day. What does disability pride mean to you?

- Amid #COVID19, cross-community allyship and solidarity has never been more important. As communities mark #ADA30, we have responsibility to ensure that recovery from this virus is equitable and accessible to all.

- As calls for social justice sweep the nation, the need for cross-community allyship is more crucial now than ever. We stand in solidarity with the #BIPOC community as we continue to fight for a more inclusive America. #ADA30 #BlackDisabledLivesMatter

Facebook

- **FOR JULY 26th ONLY:** 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 must continue to advocate for a more equitable, inclusive America. Be part of the next 30 years of change by learning more today:

- Disability rights are fundamental civil rights. As we celebrate #ADA30, we must boldly enter into the next 30 years of the disability rights movement. Learn more:

- As communities celebrate 30 years of progress in the disability rights movement, systemic cracks exposed by the COVID-19 pandemic underscore the work yet to be done. Celebrating disability identities, ensuring community integration, and providing equitable, accessible healthcare, employment and political participation is paramount, on #ADA30 and beyond.

- Eliminating systemic, discriminatory barriers to employment, healthcare and political participation continue to be at the heart of the disability rights movement – and ongoing calls for racial justice have made this clearer than ever before. We stand in solidarity with the #BIPOC community as we continue to fight for a more inclusive America on #ADA30. #BlackDisabledLivesMatter

LinkedIn

- **FOR AN INDIVIDUAL:** For 30 years, the Americans with Disabilities Act has fought for the inclusion of 60M+ Americans with disabilities in all aspects of society. [Share personal experience or reflection] Join me in celebrating #ADA30 – and the work yet to be done.

- **FOR AN ORGANIZATION:** 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 move boldly into the next 30 years of the disability rights movement.

Instagram

- #DisabilityRights are fundamental civil rights. On #ADA30 and beyond, disability identities must be celebrated. We've come a long way but must continue moving forward into the next 30 years of the disability rights movement.

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**.

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.