

ADA Title II & Your Website Images

What the law requires, the deadline, and how to meet it without a remediation project.

What the law requires

In April 2024 the U.S. Department of Justice finalized a rule under **Title II of the ADA** requiring state and local government entities — which include **public colleges and universities** — to make their web content and mobile apps conform to **WCAG 2.1 Level AA**. A meaningful text alternative (alt text) for every image is one of WCAG's most fundamental requirements (Success Criterion 1.1.1, Non-text Content).

The deadline

Compliance is phased by the size of the population the entity serves. After a one-year extension issued in April 2026, the dates are: **large public institutions — April 26, 2027**; smaller entities and special districts — April 26, 2028. **Private colleges** face parallel obligations under ADA Title III and Section 504. The federal Office for Civil Rights (OCR) actively investigates accessibility complaints, and resolution agreements routinely require alt-text remediation and ongoing monitoring.

Why alt text specifically

Missing or poor alt text is consistently among the most common findings in web-accessibility audits. It is also high-volume: a single college website, news room, and set of social channels can hold tens of thousands of images. Manual remediation across all of them, by hand, is impractical — which is exactly why the requirement gets skipped under deadline pressure.

How SnipAlt helps you meet it

- **One keystroke, any window.** Snip any image on screen — your CMS, Canva, Adobe, a PDF, a photo gallery, social — and WCAG-aligned alt text is on your clipboard in about a second. No downloading, no separate tool, no copy-paste shuffle.
- **Seats for the whole team.** Staff editors, social coordinators, and student workers on one plan, so quality stays consistent across everyone who publishes.
- **WCAG 2.2-aligned output** that you edit in place to match your voice before pasting.
- **Private by design.** Images are processed in the moment and never stored.

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