

ADA Accessibility Requirements for Websites/Mobile Apps/Social Media in 2026/2027

Questions & Answers

Do these rules apply retroactively to posts created before April 24, 2026 (or April 24, 2027 for smaller municipalities)?

Exceptions are discussed in the presentation, but pre-existing social media posts are excluded from these requirements. Other documents on your website may or may not be exempt.

What is the proper way to become ADA compliant through social media posts on various platforms? Would that not be the responsibility of the specific platform since the only thing you can control is the Caption and image?

We must make all aspects of the post that we can control compliant. This includes the text of the post and any images. As discussed in the presentation, it is common practice to put important information into an image and not as text in a post, which can be difficult or impossible for screen reading software to parse.

Outside of an 'Alt image caption text', which is the most common practice of how a website is not compliant?

Common compliance issues are discussed in the presentation slides.

Does the law take into consideration that a transit firm is a work in progress and everything cannot be updated immediately?

Perhaps - the law "requires" strict compliance, but practically it can be to your advantage to demonstrate that you are working towards compliance and show the steps you are taking. This is why we recommend starting early.

What is the name of the software you used to demonstrate what the image looks like for colorblind people?

There are various software solutions that can do this. One such example is [Coblis Simulator](#).

You mentioned there are plugins for websites to tell you the contrast. Is this also possible in most email platforms?

There are various software solutions that can do this for any program. One such example is [Color Oracle](#).

Any standard tool recommended for audits?

There are many free and paid tools that can help with this and it is advised to use multiple to catch different things. However, do be advised that no automated tool(s) will be able to catch everything, so manual audits are still important, especially for key pages, documents, and forms.

[Web Accessibility Evaluation Tool](#)

[Contrast Checker](#)

[Non-Visual Desktop Access](#)

[Google Lighthouse](#)

[JAWS Inspect](#)

Is a PDF that is not a scan compliant? For example, a word document saved as a PDF.

As long as the export to PDF keeps the text readable/digital, this would likely be considered compliant. This can be a good alternative to scanning a pdf. Keep in mind that things like proper contrast, heading structure, etc. are still important.

Can you have multiple archive sections on your website? Or is it supposed to be all housed in one place?

Yes, you can have multiple archive sections, but each one must comply with all the requirements for archived content as described in the Federal guidelines. Archived pages and/or sections must be "clearly labeled" as per the guidelines.

Is there a list of companies who can help us with this work?

We do not have a list of companies as there are many of them. You can visit www.stgmunicipal.com/ada for a free website audit, and bring that information to your web services provider or IT department for further review.

Can you share the slide deck?

The presentation will be shared via MML on 8/22/2025.

What is the difference between a manual and automatic audit?

Manual is an audit performed by an actual person, an automatic audit is a computer program. The automatic computer program can review more pages faster, but it can miss important items.

Does a municipal have to have a .gov to be ADA compliant?

No. You can be compliant with just a .com website, but .gov provides other benefits/legitimacy.

Are manual or automatic audits better for compliance?

Manual audits are always preferred and highly recommended, especially for the most critical content. Automated scans can be a good way of getting a bird's eye view of how close to compliance you are, but there are many, many possible violations (and even more extreme inconveniences) that automated tools cannot pick up on.

Our biggest ADA problem is scanned documents. what's the best way to get large packets from boards and Commissions that aren't large scanned docs?

If possible, the best way to get these documents in a compliant format is to get them directly from the source electronically - i.e. obtaining the original word copy of the agenda packet, discussion items, etc. You can also encourage or require anyone on the agenda to submit their materials in an electronic/readable format. If a document cannot be obtained accessibly, it may be best to leave it off your website (unless it is otherwise required to be posted there).

Social Media sites allow you to edit a photo within the app, putting text overlay on the image (ex. Facebook/Instagram stories). Do we know if Meta is compliant with ADA requirements for their own editing tools?

Overlaying text onto an image can create compliance issues. The text may not be "readable" by a screen reader, and as discussed in the slides, it can create difficult color contrasts. One potential solution can be to use "alt text" or type out the full description of the image into the caption. Just like you are working on ADA Compliance, it's likely that platforms like Meta will be continuing to do so as well.

Would you please repeat the screen reader link?

[NVDA - Non-Visual Desktop Access](#)

Will the full recording be shared as well? I am a reporter with ABC 12 and would like to refer to this webinar in my story on the ADA compliance updates.

Thanks for helping us get the word out. MML will be sharing this with attendees via email.

Would it be wise to add a Compliance Statement page on our website?

If you are working on compliance, it can be helpful to include an accessibility statement, in particular an email or phone number of someone at the City to contact if there are any questions or concerns about materials. Just having the statement does not absolve you of all liability, however. Consult with your own legal counsel regarding specific wording or usage.

What if I have additional questions?

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