## Alternative Text Remediation Guide

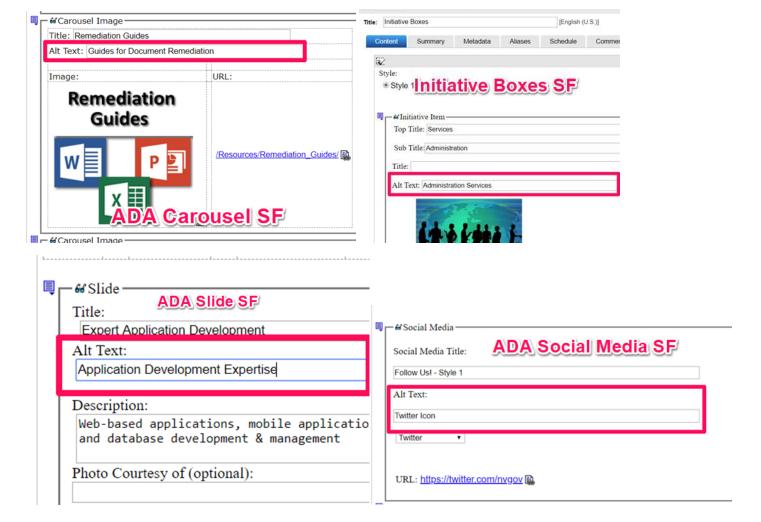
## Alternative Text should typically:

- Be accurate and equivalent in presenting the same content and function of the image.
- **Be succinct.** This means the correct content (if there is content) and function (if there is a function) of the image should be presented as succinctly as is appropriate. Typically no more than a few words are necessary, though rarely a short sentence or two may be appropriate.
- NOT be redundant or provide the same information as text within the context of the image.
- NOT use the phrases "image of ..." or "graphic of ..." to describe the image. It is usually apparent to the user that it is an image. And if the image is conveying content, it is typically not necessary that the user know that it is an image that is conveying the content, as opposed to text. If the fact that an image is a photograph or illustration, etc. is important content, it may be useful to include this in alternative text.

## Ektron smart forms requiring user enter alternative text:

In each of the following smart forms the Alternative Text needs to be added in the Alt Text field for each image in the smart form: ADA Carousel, ADA Initiative Boxes, ADA Slide, ADA Social Media, ADA Page-Program & ADA Page Program V4. If the smart form does not contain an image, it does not require alternative text.

The images below show where the alternative text needs to be entered in each smart form:





These last two are in the ADA Page-Program & ADA State Page Program V4 smart forms.

