

TIP 43: Accessible Linked Content

Wireless Emergency Alert (WEA) messages may contain links to web content. This content should be accessible to assistive technology that audibly reads information on the screen. Although some applications can read text embedded in images, ordinary text will be more usable.

Ensure your emergency information is screen readable

Put key details into the WEA alert itself. Even if you link elsewhere to more details, critical information – the alert source, type, event, location, duration and recommended protective action – should be instantly available.

If your alert contains a link, its destination – such as a web page or social media post – should render HTML text and not merely present an image without text content. The user can customize the appearance of text to make it more readable (changing color, size, font, etc.). Software applications and online services can quickly translate text into other languages.

If your content contains images, accessibility requires including Alternative Text (alt text) with images. Alt text contains image descriptions which a screen reader can read aloud. These descriptions are typically placed within the **alt** attribute of the `` element, in the source code of the HTML page.

For more information see the World Wide Web Consortium (W3) guidance [Resources on Alternative Text for Images](#).

The Integrated Public Alert and Warning System (IPAWS) is FEMA's national system for local alerting that provides critical safety information through mobile phones using Wireless Emergency Alerts (WEA), to radio and TV via the Emergency Alert System (EAS), NOAA Weather Radio via Non-Weather Emergency Messages (NWEM), and on digital media via the IPAWS All-Hazards Information Feed.



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