



# Adding Alt Text to Social Media posts



Alternative text (alt text) is a brief description of an image that is read aloud by screen readers for users who are visually impaired.

Make sure to include alt text for all images in your social media posts, including memes and GIFs. You can add these to the end of the post, or to the image itself, or both. See pages 3-6 for instructions on how to add/embed alt text to images in different platforms.

## Writing Alt text

Try to imagine how you would describe the image to a person. Consider language and be sure to add any context, for example a cosy cottage in a forest, versus a cabin in the woods. Both are similar things but have very different connotations.

## Examples



A 30ish year old masculine person, with dark brown hair and beard wears glasses and a serious look as he poses arms crossed in a grey blazer and blue shirt



A field of vibrant purple flowers sit in front of a blue mountain-scape with the setting sun throwing pinks and purples across the sky



The classic "Looking Back" Meme- a couple facing away, holding hands. The man is looking back at a woman in a red dress. His partner is looking at him in shock.



# Adding Alt Text to Social Media posts



## Adding Alt text to the end of your post

Adding an Image Description (ID) at the end of your post is an easy way to make your posts accessible. Ideally it is the last thing in the post and encapsulated with the [ ] Characters and Image Description or ID.

### Example Order



- Post
- Contact details
- Hashtags
- Image Description

[ ID: 5 people are pictured- 3 are playing cards in the background and 2 in the foreground teaching and learning how to knit. The quote says At the end of the day, I would rather be excluded for who I include than included for who I exclude.]



# Adding Alt text to Meta Business suite



The meta business suite is great for posting both Insta and Facebook content at the same time. Once you have selected your image to upload, you can select the edit button and choose alt text

## Media

Share photos or a video. Instagram posts can't exceed 10 photos.



500 x 500



Click the edit button

Add Photo

## Creative tools

Crop

Filter

Text

Stickers

Alt text

## Alt text

Enter alt text that describes what's in your photo for people using screen readers.

select alt text and add the description

## Creative tools

Crop

Filter

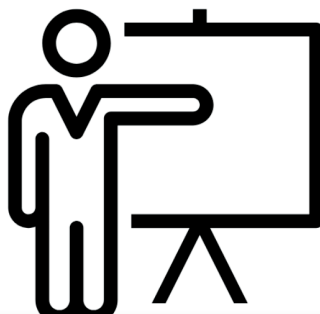
Text

Stickers

Alt text

## Alt text

a generic cartoon of a person pointing a screen on their left



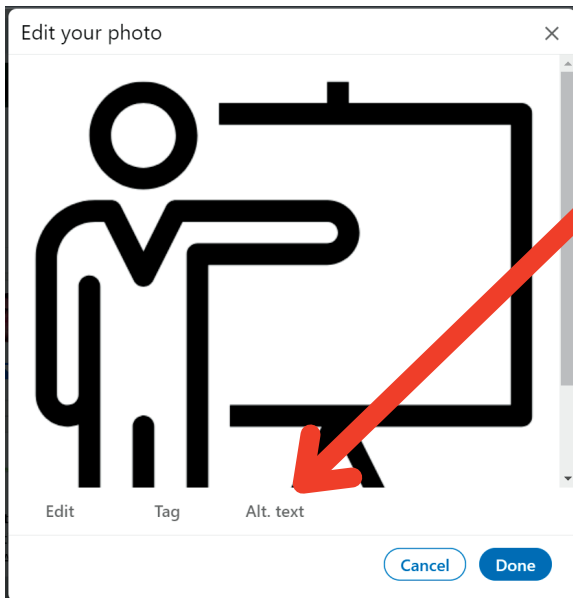
Click Apply to save the Alt text to your image.

Cancel Apply

# Adding Alt text to

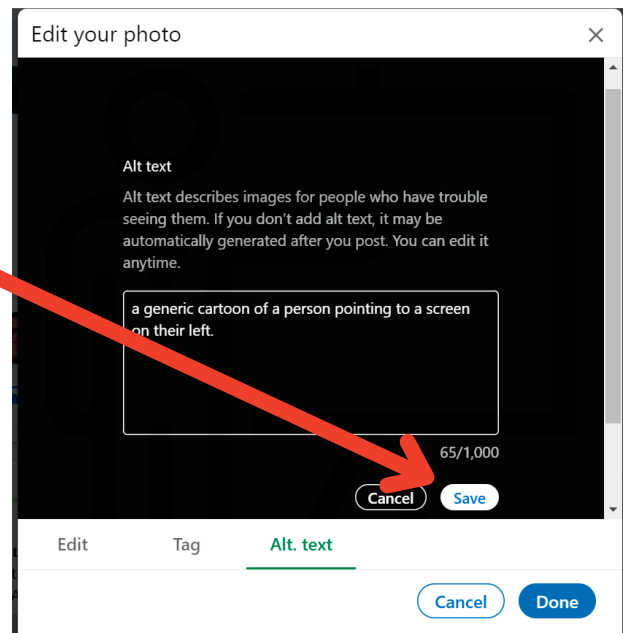


Once you have selected your image to upload, the option to add alt text appears at the bottom



Click Alt Text

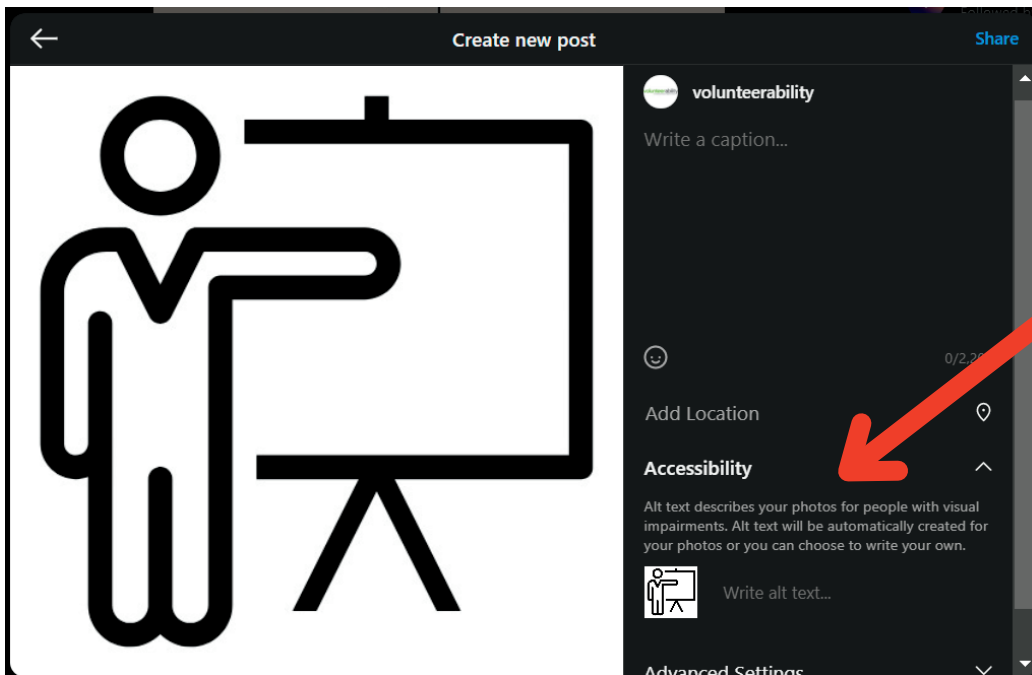
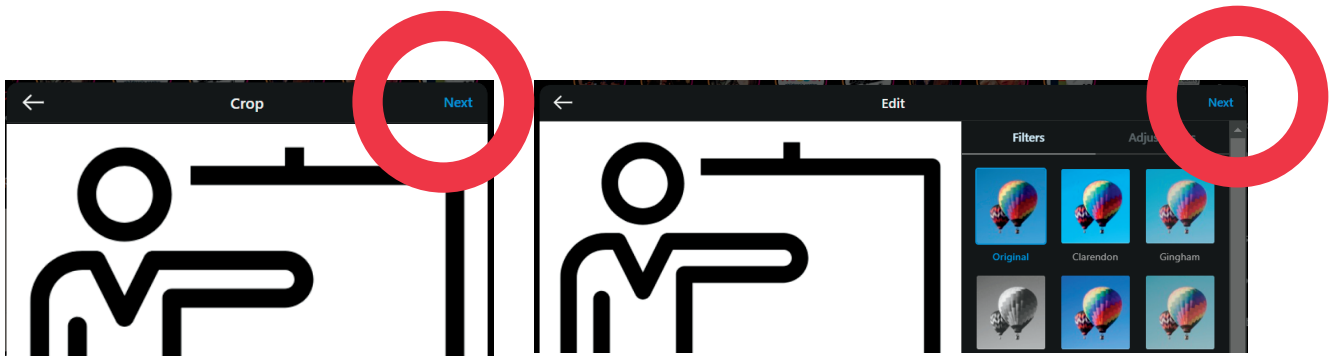
Enter your alt text and click save before selecting "done"



# Adding Alt text to



Once you have selected your image to upload, you will have to click next through the crop and edit panels to get to the option to add alt text, which appears under the accessibility tab.

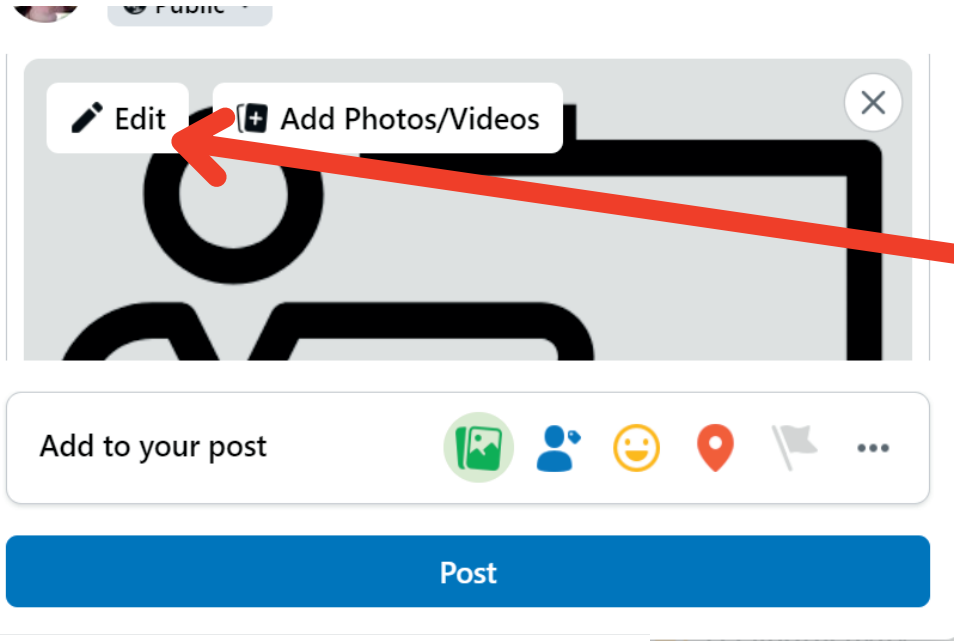


Click Accessibility and add your text

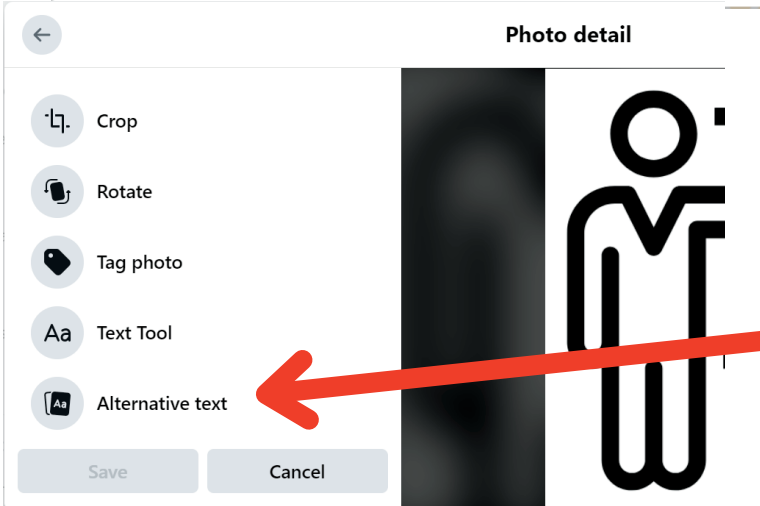
# Adding Alt text to



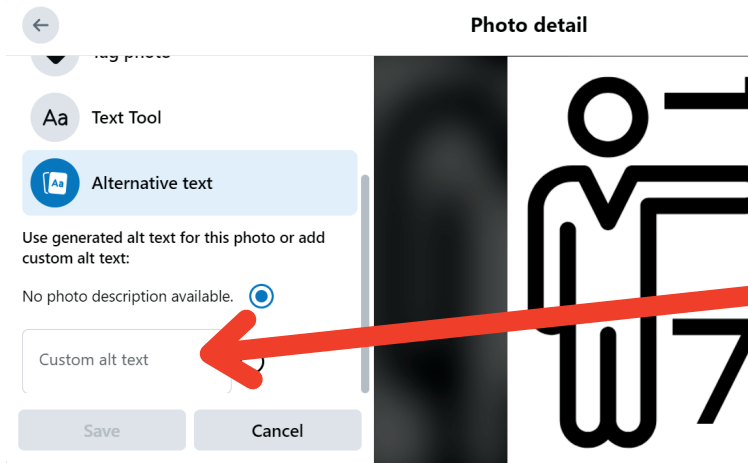
Once you have selected your image to upload, edit button to add alt text.



Click Edit



Click alternative text



Add the text and click "save"