

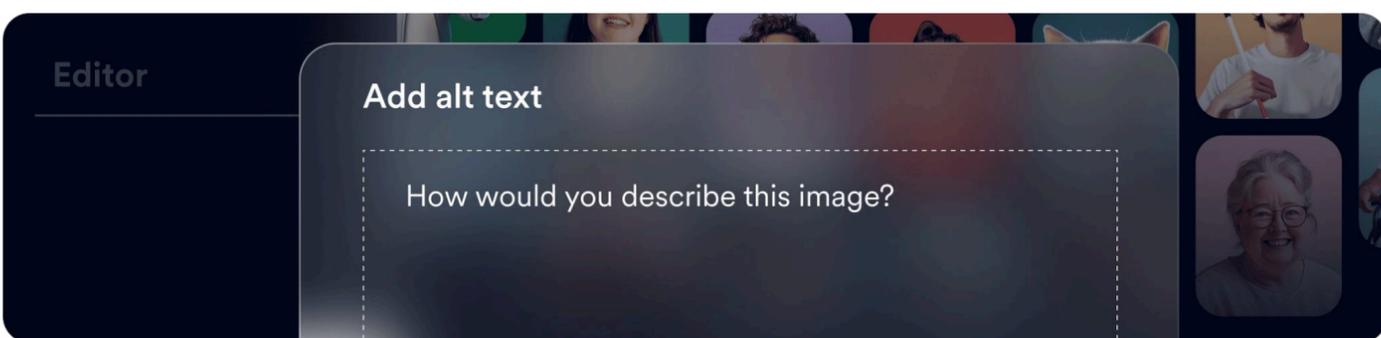
Your *alt text guide* for accessible social media

Alternative text (alt text) is an impactful accessibility feature that really makes a difference. It enables people who use screen readers and other assistive technology to consume visual content. Since social media heavily relies on visuals, alt text is necessary for accessible engagement.

Here are the steps you need to make sure your alt text is accurate and effective:

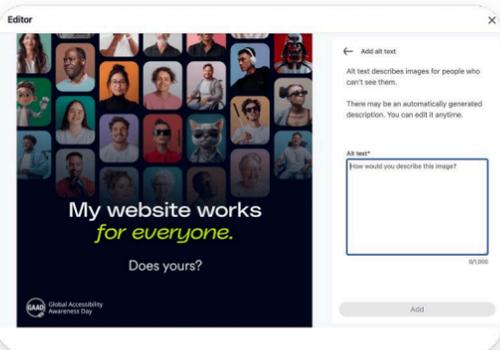
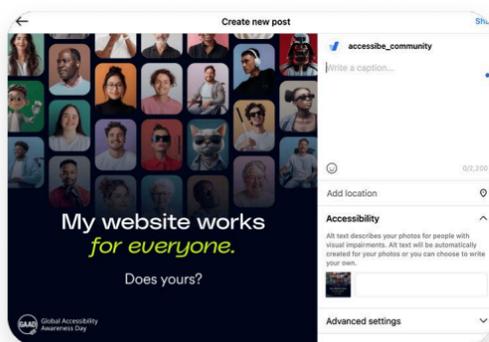
- ✓ Keep it as concise as possible
- ✓ Include any text that’s in the image
- ✓ Don’t write “image of” or “photo of” - it’s not necessary
- ✓ Make sure to include the most important aspects of the image
- ✓ Don’t get caught up in the details

Pro tip: In addition to alt text, add an image description in the caption for a better user experience.



Instagram

Upload the image, you can edit and filter as you want, Then click on “Accessibility” to add your alt text in the description box, and finally add a caption.
Pro tip: Include an image description as well.



LinkedIn

When adding an image to your LinkedIn post, you’ll see 3 options at the bottom of the window. Click on “Alt text” to add your description. Then click save.

Facebook

When adding an image to your Facebook post, you’ll see 3 options at the bottom of the window. Click on “Alt text” to add your description. Then click save.



If you’re using a social media scheduling tool, the steps might be different from the native posting guides above. Make sure to check out the alt text steps for your platform so you don’t miss the opportunity to reach everyone.

Social media is better when it works *for everyone*