

## AS Social Media Guidelines for Alt Text & Image Descriptions

### [How to audit web accessibility](#)

#### **Alt Text**

- Buffer is easiest to use when adding alt text to a post on any platform
- Specific directions for each platform can be found [here](#)
- Complex images require a description on the same page as the image in addition to the alt text – or simplify the image if possible
  - o Examples can be found [here](#)
- Must include location of description

#### **Image Descriptions**

- No emojis, opinions
- Must be close to image
- Must convey same information as image – nothing more, nothing less
- If description can't be put close to image for whatever reason, link it immediately before or after the image
- Link must work and go directly to image description of that one particular image
  - o Must be a way to go back to the original image
- [National Disability Authority's guide on writing accessible text](#)
- Write for low literacy: avoid technical terms, define unfamiliar acronyms, avoid expressions from a different language
- Be concise, clear, and consistent
- Active voice

#### **How to's:**

## Alt Text on Instagram:

<https://www.businessinsider.com/what-is-alt-text-on-instagram>

- Briefly describe the most important aspect of the photo. Be specific.
- Don't begin with a phrase like "Picture of..." or "Photo of..." Just describe the scene.
- Try to limit your description to fewer than 100 characters including spaces.

### New Posts:

1. Using the Instagram app on your phone, start to create a post in the usual way.
2. After you select a photo and choose your filter, tap "Next."
3. On the screen in which you add the caption, tag people, and add a location, tap "Advanced 4. Settings" at the bottom, below the option to connect to other social networking sites.
4. In the Accessibility section of the Advanced Settings page, tap "Write Alt Text."
5. Write a short description of the photo and then tap "Done"
6. Finish posting your photo in the usual way.

### Existing Posts:

1. Using the Instagram app on your phone, tap an Instagram post.
2. Tap the three-dot menu next to your photo.
3. Choose "Edit" in the pop-up menu.
4. If the hashtag menu obscures the photo, tap a different part of the caption to make it go away.
5. In the lower right corner of the photo, tap "Edit Alt Text."
6. Write a short description of the photo.
7. Select "Done" and then tap "Done" again to save your post.

## Alt Text on Facebook:

<https://www.lireo.com/how-to-add-alternative-text-to-facebook-photos/>

- Briefly describe the most important aspect of the photo. Be specific.
- Don't begin with a phrase like "Picture of..." or "Photo of..." Just describe the scene.
- Try to limit your description to fewer than 100 characters including spaces.

### Desktop:

1. Select **Photo/Video** at the top of your News Feed or timeline
2. Select the photo you want to add
3. Select **Edit Photo** (you may need to hover over the photo)
4. In the photo editing options, select **Alternative Text**
5. Select Custom alt text radio button
6. Add your own descriptive alt text in the box
7. Select Save

8. Select Done

On "Smart"phone:

1. Add the photo to your post (alternative text is added)
2. Visit the post on Facebook
3. Tap the three-dot option in the top right
4. Tap Edit Alt Text
5. The auto-generated text displays
6. Tap Override generated alt text
7. Type your own alt text in the box
8. Tap Save

### **Alt Text on Twitter:**

<https://www.businessinsider.com/how-to-add-alt-text-to-images-on-twitter>

- Briefly describe the most important aspect of the photo. Be specific.
- Don't begin with a phrase like "Picture of..." or "Photo of..." Just describe the scene.
- Try to limit your description to fewer than 100 characters including spaces.

On the app:

1. Using the Twitter app on your iPhone or Android, create a Tweet in the usual way. Tap the Image button to add an image to your Tweet and select a photo.
2. In the lower right corner of the image, tap "+ALT." This is the button that lets you add alt text to the tweet.
3. The first time you use alt text, the "Add descriptions" pop-up window appears, which explains the purpose of alt text. Tap "Sure" to dismiss it.
4. Type your description. You have up to 1000 characters, though you probably shouldn't use all that space — good alt text is usually under about 100 characters, no longer than an actual tweet.
5. When you're finished, tap "Done." You won't be able to see the alt text you just created, but you can verify it's there by tapping the "Alt" button again.
6. When you're ready, publish the tweet

On the website:

1. Open Twitter in a browser on your Mac or PC and create a tweet in the usual way. Click the Image button to add your photo to the tweet.
2. Below the image and to the right of "Tag people," click "Add description."
3. The first time you use alt text, the "Add descriptions" pop-up window appears, which explains the purpose of alt text. Tap "Sure" to agree to dismiss it.
4. When you're finished, click "Save." To return to your alt text, you can now click "ALT" in the lower left corner of the image.
5. When you're finished, click "Save." To return to your alt text, you can now click "ALT" in the lower left corner of the image.
6. When you're ready, publish the tweet.

**TikTok Accessibility Information:**

**SnapChat Accessibility Information:**

**Alt Text on Email:**

**Alt Text on Discord:**