



Social Media Takes on Accessibility

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250,000,000 +

Global Visual Impairment



A picture is worth a
thousand words!

We share images to convey
feelings, inspire and inform.

A circular watercolor splash with a gradient from blue to green, centered on a black background. The text "Alt Text Tips" is written in white, sans-serif font across the center of the splash.

Alt Text Tips

- ✓ Imagine describing to a person
- ✓ Under 250 characters
- ✓ Use descriptive text and include colors and shapes if applicable

Author your image!

Not Descriptive

Alt Text:
Dalmatian dog



Descriptive

Alt Text:
Dalmatian dog laying in
lush green grass



Instagram

- upload your photo
- advanced settings
- click write alt text
- done


Add alt text to other social media platforms



Facebook

Twitter

LinkedIn

A blue watercolor splash with irregular, feathered edges is centered on a black background. The splash transitions from a light cyan at the top to a deeper blue at the bottom. Inside the splash, white text is centered. The bottom of the image features a pattern of small, light blue and white speckles, resembling a starry night sky or a textured surface.

“The ability to join in the accessibility movement and spread the trend of adding alt text to your images is something every social media user can do!”

Thanks!

Any questions?

