

EQUAL ACCESS TIPS FOR SOCIAL MEDIA ALT TEXT

Equal Access = Essential for some. Useful for all.

How to add alt text on X, Instagram, and Facebook as of July 2024

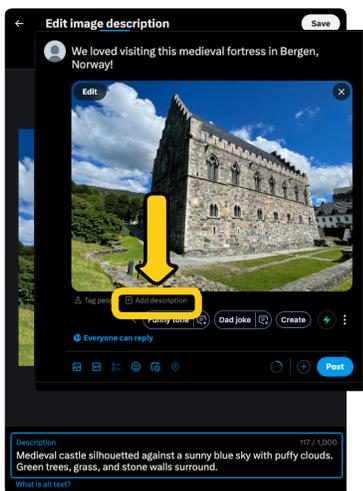
(formerly known as Twitter)

Attach your picture, then think about how you might describe it to someone on the phone.

Plan to be brief but descriptive.

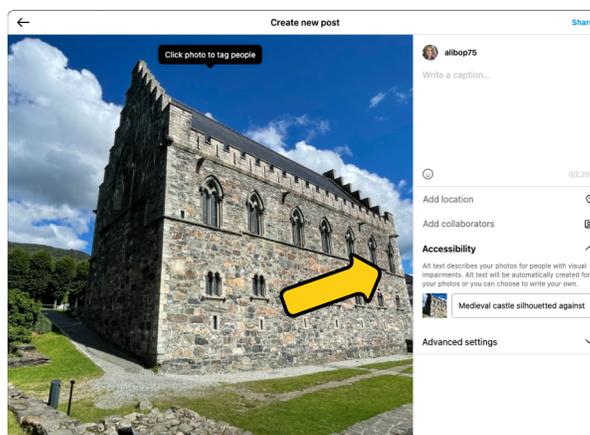
Click "add description" and type it in.

"Medieval castle silhouetted against a sunny blue sky with puffy clouds. Green trees, grass, and stone walls surround."



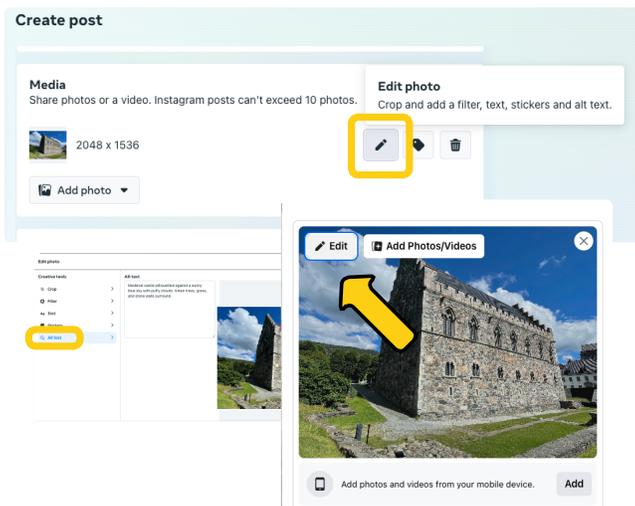
INSTAGRAM

Choose an image, then click through the photo options until you reach the captioning page. On the bottom right, you'll see "Accessibility". Add your alt text there.



FACEBOOK & META BUSINESS SUITE

After adding photo/s, they become thumbnails in the top window. Click the pencil icon, then the last section option on the window that opens: Alt text.



AND DON'T FORGET TO...

Follow these other key principles when creating social media posts. Remember - we are legally obligated to make all media accessible! Help keep Kent State compliant.



- Keep emojis to a minimum and put them at the **VERY END** of the post.



- Keep **hashtags** to a minimum, put them at the **VERY END**, and use #CamelCase - capitalizing the first letter of each word.



- **CAPTION** all live streams and recorded videos. Use [Kaltura](#) to upload existing videos and caption them. Google how to turn on captions for social media platforms.



- Check the **color contrast** of text over pictures or other backgrounds with a browser extension. The contrast **MUST** be at least a 4.5:1 ratio.



- Use clear, short sentences.



- **MAKE SURE ALL PERTINENT INFO IS IN THE POST/CAPTION**, not just on an image. Date, Time, Who, Where, etc.

For questions or scheduling a one-on-one or team consultation, email EqualAccess@kent.edu