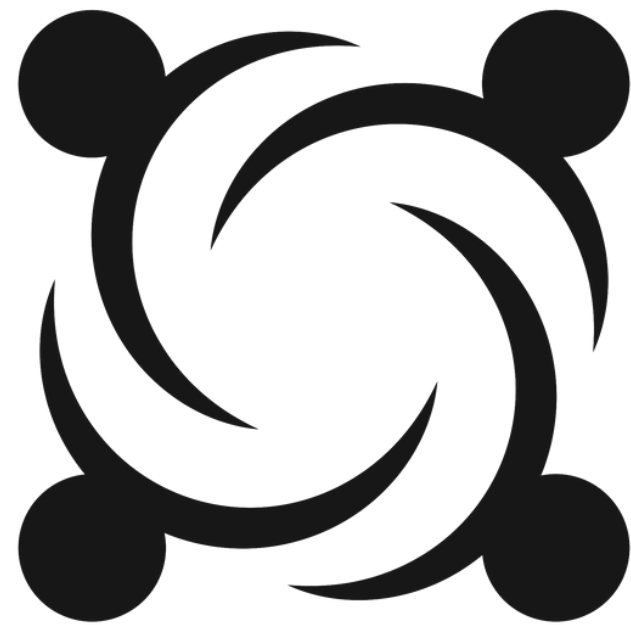# Making Photos Accessible

#SocialMediaAccessAbilityForAll

SAKSHAM
~~dis~~ability



Alt Text - Graphic of people next to a giant mobile phone and laptop working on sounds, text, video. In the background you can see Instagram liked notification and money icons

# Section 2: Making Photos Accessible

In section 2 you will learn how to make your photos accessible. By the end of this module you will learn what alt text is, how to write great alt text descriptions, and how to edit alt text on Facebook and Instagram both before and after you post it.



Alt Text - A woman appears to be emerging out of her smartphone with a speaker in her hand. One can see a graph, websites, and 5 stars in the background.

# Section 2: Making Photos Accessible

Photos are made accessible to persons who are blind or low vision through the use of brief text descriptions called "alternative text" or "Alt Text" that can be read aloud by a screen reader.

Meta has deployed AI-driven automatic photo-description technology that describes objects in photos to people with vision loss – called automatic alt text or "AAT". AAT uses object recognition to generate a description of photos to enable people using screen readers to hear a list of items that photos may contain. More than 80% of images displayed on Facebook and Instagram now contain AAT.

Even though Facebook and Instagram offer automatic photo-description technology, called automatic alt text or "AAT", when uploading a photo, take the time to include a concise alt-text description to provide a better description of the photo.

Alt Text - Graphic of photo prints

# Writing Great Alt Text Descriptions

- Write alt text as if you're describing the image to someone.

- For example, "walking through the park with my new puppy."

- Be descriptive and provide context about meaning, content, and/or function.

- Keep the description to 125 characters or less.

- Include punctuation, but avoid formatting such as bold, italics, etc.

- Call out graphs, charts, screenshots, collages, logos, or anything else that's not included in a basic photo.

- For text in images, start off with the statement "With text that reads…" followed by the verbatim text in quotes.

Alt Text - A woman can be seen walking in the park with her puppy

# How To Edit Alt Text On Facebook

**To see and edit alt text for a photo before you post it on Facebook:**

- Click Photo/Video at the top of your News Feed.

- Select the photo you want to add.

- Hover over the photo and click to the pencil icon ✏️ to edit.

- The automatically generated text will be shown on the left side of your photo. Click Override generated alt text to edit it.

- Write your alt text in the box. To change back to the automatically generated text, click Clear.

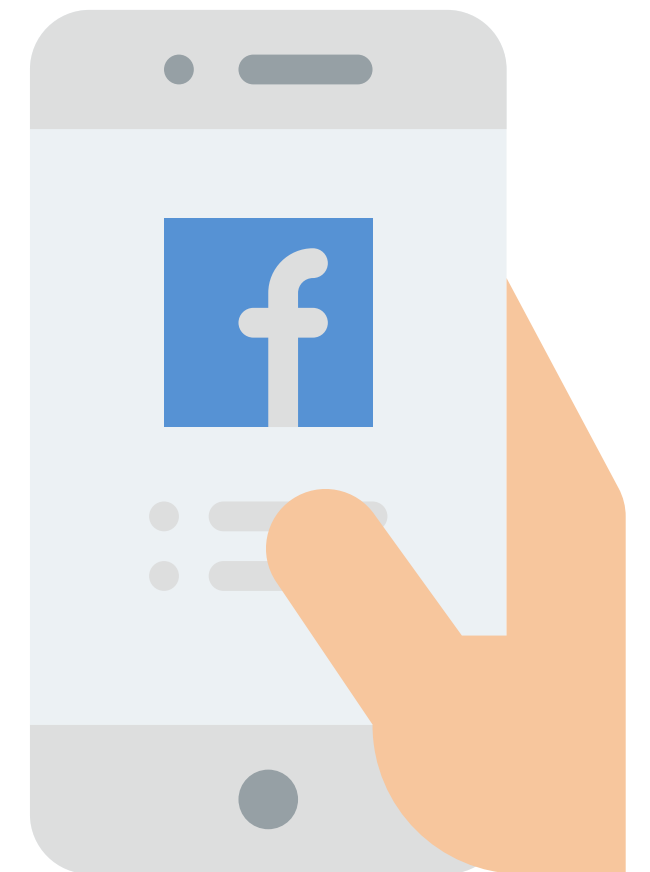- To save your alt text, click Save in the bottom left.



Alt Text - A laptop graphic showing the Facebook homepage with a cursor next to it

# How To Edit Alt Text On Facebook

**To change alt text for a photo after you've posted it on Facebook:**

- Click the photo to open it.

- Click the icon with three horizontal dots ●●● in the top right and select Change Alt Text.

- Click Override generated alt text or change the alt text in the text box. You can also click Clear to change your edited alt text back to the automatically generated text.

- Click Save.



Alt Text - A graphic of a mobile phone with Facebook written on it

# How To Edit Alt Text On Instagram

**To see and edit alt text for a photo before you post it on Instagram:**

- Start by taking a photo or uploading an existing photo to Instagram.

- Choose a filter and edit the image, then tap Next on iPhone or the right-facing arrow icon ⟶ on Android devices.

- Tap Advanced Settings at the bottom of the screen.

- Tap Write Alt Text.

- Write your alt text in the box and tap Done on iPhone or the checkmark icon ✓ on Android devices.

Alt Text - A boy and a girl taking a selfie in front of an instagram icon

# How To Edit Alt Text On Instagram

**To change the alt text of a photo after you've already posted it on Instagram:**

- Go to the photo and tap the icon with three horizontal dots on iPhone or the icon with three vertical dots on Android devices.

- Tap Edit Alt Text in the bottom right.

- Write the alt text in the box and tap Done on iPhone or the checkmark icon on Android devices.

Did you know? You can also add an image description to the caption for each photo that you post so that a screen reader can describe the photo. This is separate from an alt text description. When adding a description to the post accompanying a photo, be descriptive but the shorter the description is, the better.

Alt Text - Instagram liked notification icon