1. **Add image descriptions, also called Alt-Text.**

Alt-Text allows [screen-readers](http://www.afb.org/prodBrowseCatResults.aspx?CatID=49) to describe an image for an individual who is visually impaired. Once you have the method for each social media resource, it’s an easy habit to develop.

* [**Facebook**](https://www.facebook.com/help/214124458607871) has the option to edit and add alternative text to its automatically-generated image descriptions. It is, however, better to include your image description in your main post due to issues with the alt text not working on different screen readers.

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

* + Click Photo/Video at the top of your News Feed.
	+ Select the photo you want to add.
	+ Click Edit Photo, then click Alt Text.
	+ 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 right.

To change the alt text of a photo after you've posted it:

* + Click the photo to open it.
	+ Click Options in the bottom 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.
* [**Twitter**](https://help.twitter.com/en/using-twitter/picture-descriptions) makes it easy to write and add image descriptions. Don’t forget to write image descriptions for your tweets featuring screengrabs! Even though a tweet might be written out, a screen reader won't pick it up unless you add in the text yourself.

To enable the composition of image descriptions from twitter.com

* + Click on the more icon and select Settings and privacy from the dropdown.
	+ Click Accessibility from the list of settings.
	+ Find the Compose image descriptions checkbox.
	+ Check the box to turn the setting on or off.
	+ How to add image descriptions in Tweets from twitter.com
	+ Click on the Tweet compose button
	+ Attach your photo(s).

To insert descriptive text, click Add description beneath the image

* + Jim Halpert from The Office (US version) holding a pie chart: 60% Procrastination; 39% Distracting Others; 1% Critical Thinking
	+ Jim Halpert from The Office (US Version) (c) 2007 NBC Universal Television.
	+ Type your description of the image and click the Done button (The limit is 420 characters).
	+ For tweets with multiple images, you must add each description separately.

Note: Image descriptions cannot be added to GIFs or videos. When using GIFs or videos, manually add a description in square brackets of the image at the end of your tweet.

Example:

* + Jim Halpert from The Office (US version) holding a pie chart: 60% Procrastination; 39% Distracting Others; 1% Critical Thinking
	+ Jim Halpert from The Office (US Version) (c) 2007 NBC Universal Television.

You can find instructions for adding Alt-Text on an iPhone or Android mobile device in the Twitter Help Center.

* **Instagram** allows users the option to manually type in an "alt text" image description (found by clicking "advanced settings" when you go to write a post).

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.
	+ Tap Advanced Settings at the bottom of the screen.
	+ Tap Write Alt Text.
	+ Write your alt text in the box and tap Done (iOS) or Save (Android).

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

* + Go to the photo and tap (iOS) or (Android).
	+ Tap Edit.
	+ Tap Edit Alt Text in the bottom right.
	+ Write the alt text in the box and tap Done (iOS) or (Android).
* **LinkedIn** - You can add alternative text (alt-text) to the images you share on your feed or embed in articles. This allows members using voice-over screen readers to understand what’s in the image (alt-text won’t be visible to members not using screen readers).

You can add or edit alt-text for images you upload from a desktop computer, by clicking “Add description” at the top right of your image. Adding or editing alt-text isn’t available on mobile devices.

LinkedIn may automatically add alt-text to images that don’t have it. When uploading an image from a desktop computer, you’ll be alerted if alt-text is automatically assigned. You won’t be alerted if you’re uploading an image from a mobile device.