






INSTAGRAM

1. Start by taking a photo or uploading an existing photo to Instagram.
2. Choose a filter and edit the image, then tap **Next** (iPhone) or  (Android).
3. Tap **Advanced Settings** at the bottom of the screen.
4. Tap **Write Alt Text**.
5. Write your alt text in the box and tap **Done** (iPhone) or  (Android). 100 characters are available.

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

1. Go to the photo and tap  (iPhone) or  (Android).
2. Tap **Edit**.
3. Tap **Edit Alt Text** in the bottom right.
4. Write the alt text in the box and tap **Done** (iPhone) or  (Android). 100 characters are available.

<https://help.instagram.com/503708446705527>

FACEBOOK

When adding a new image

1. In Facebook, select the desired image
2. Hover over the image (a popup appears)
3. Select Edit
4. Write your alt text in the box. 100 characters are available.
5. Select Save

When adding alt text to an existing image

1. When in Facebook, select the desired image
2. Select the More button (3 dots in the top right)
3. Select Change Alt Text (override the generated alt text)
4. Write your alt text in the box. 100 characters are available.
5. Click Save

<https://www.perkins.org/resource/how-add-alt-text-facebook-page/>

TWITTER

1. After uploading an image to a Tweet, select **Add description** underneath the image.
2. Enter a description of the image in the text box. 1,000 characters are available.
3. Select **Save**. An ALT badge will appear in the corner of the image.

<https://help.twitter.com/en/using-twitter/add-image-descriptions>