Social Media: Alt Text

What is it for?

On social media, images often hold the core message or punchline. Alt text ensures that context isn't lost for anyone by serving a few vital purposes:

- Allows screen readers to describe the visual content to visually impaired users
- Displays text descriptions when poor signal or low data prevents images from loading
- Helps users with cognitive disabilities better understand complex graphics or memes
- Boosts discoverability by helping platform algorithms understand and index your posts

How to support it

On LinkedIn, add the image and click ‘ALT’ at the bottom right.

On Facebook, add the image, click the three dots in the top right, and select ‘Edit alt text’.

On X (Twitter), add the image and click the ‘ALT’ box at the bottom.

In workplace chat tools like Slack, upload the image, click ‘Edit file details’ in the top left, and enter your text in the description box.

Useful links

- Alternative text on social media
- Alternative text in action
- Social Media and Alternative Text: A Reflection