Brief Guide to Social Media Accessibility

If a post on social media includes an image or graphic and you don't want to exclude blind and visually impaired people, you need to describe the image.

The alternative text should be at least a short sentence describing the most important information needed to understand the image. The more detailed you describe what you see, the better.
Example: "A man is helping a boy put on shoes" to "Photo showing a man with brown hair and a black suit tying the shoelaces of a boy with blond hair, red t-shirt, jeans and sneakers sitting on a bench."

An alternative text or image description is now possible on many platforms and is not complicated.

**Twitter:**
1. Compose tweet and insert image
2. Click on "Add image description" under the image
3. Enter alternative text, up to 1000 characters are possible
4. "ALT" in the tweet marks that an alternative text is available

Note: A correction or post-processing is not possible, you can merely delete and rewrite.

Suggestion: If you work with Chrome, you can install the "Alt or not" add-on and make the alternative texts visible for all images.

**LinkedIn:**
1. Compose the post.
2. Upload the image.
3. Add or edit the Alt-text for images: click on Add Description in the upper right corner of the image.

Note: Post-editing is possible.

Adding or editing Alt-text is not available on mobile devices. LinkedIn can automatically add Alt-text to images that do not have it.

If you upload an image from a desktop computer, you will be notified when Alt-text is automatically assigned. You will not be notified when you upload an image from a mobile device.
Facebook:

1. Post image
2. Click on the image or the three dots
3. Edit alternative text

Note: Facebook automatically creates alternative texts with the help of an AI, but these are often not detailed enough.

Instagram:

1. Prepare post
2. Access the “Advanced settings” at the bottom
3. Go to “Accessibility” and write alternative text

Note: post-editing is possible.

Formulating hashtags (#):

1. Start each new word with a capital letter
2. Examples: #WomenCareers, #InclusionInScience
3. Capitalize all letters in abbreviations