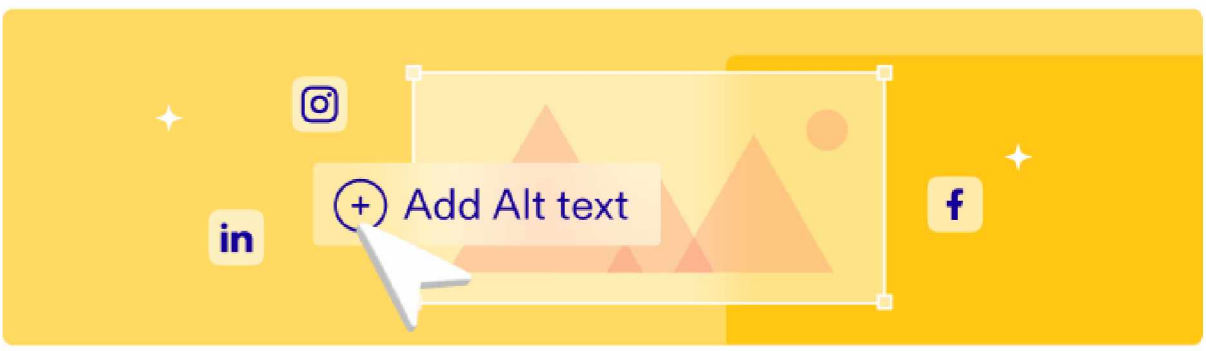
accessiBe

Make Your Online Presence Sleigh!

Your Alt Text Checklist

#MakeYourWebsiteSleigh

Here are the steps you need to make sure your alt text is on point and brings everyone holiday cheer.



Sprinkle some magic on your alt text

- [ ] Keep it as concise as possible
- [ ] Include any text that's in the image
- [ ] Don't write "image of" or "photo of" - it's not necessary
- [ ] Make sure to include the most important aspects of the image and don't get caught up in the details

Rockin' around the Instagram post

- [ ] Upload the image to Instagram
- [ ] Feel free to edit and filter the image, and when you're done click "Next"
- [ ] Click on "Accessibility"
- [ ] Write the alt text in the description box
- [ ] Click "Share"

Fa-la-la-la Facebook

- [ ] Click on "Photo/Video" to add a new image
- [ ] Upload the image and then click "Edit"
- [ ] When the "Edit" menu opens, click on "Alternative Text"
- [ ] Here you'll probably notice that Facebook added its own automatic alt-text; to get a more accurate and specific description you'll want to write your own version in the "Custom alt-text" box
- [ ] Click "Save"

Linkedin, Oh Linkedin

- [ ] At the top of your LinkedIn page, click on "Photo" to upload your new post
- [ ] After the photo is uploaded, you should see "Alt text" right below it
- [ ] Click on "Alt text"
- [ ] Write the image description in the box
- [ ] Click "Save"

Happy Holidays!