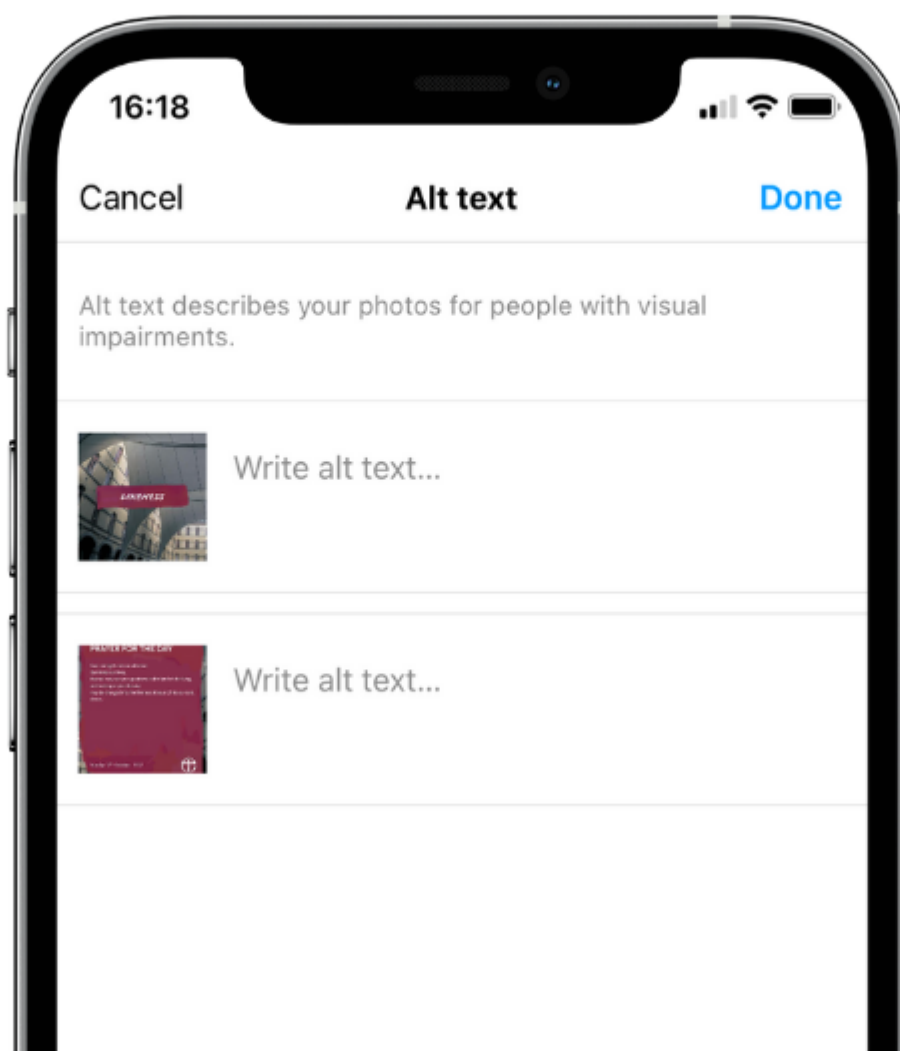


There are a few quick changes that you can make on your church social media profiles so that the content you share is accessible to everyone, especially those who are blind or partially sighted, and those who use a screen-reader.

Alt text (alternative text) tags

Alt text is a short phrase describing an image so that it can be read by those with visual impairments using a screen reader. When writing the description, use relevant words and don't copy the caption – remember to paint a picture with your words. Note, alt text can only be read by those using a screen reader.

Some social media networks may generate Automatic alt text using object recognition technology to create a visual description of the image. This automatic alt text can be edited so that the description is more accurate.



Follow the guides below to create and edit alt text on social media.

How do I edit the alt text for a photo on Instagram?

To see and edit alt text for a photo before you post it on 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**
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**.

To change the alt text of a photo already posted on Instagram:

Go to the photo and tap the **three dots** above the photo

2. Tap **Edit**
3. Tap **Edit Alt Text** in the bottom right
4. Write the alt text in the box and tap **Done**.

How do I edit the alternative text for a photo on Facebook?

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

1. Click **Photo/Video** at the top of your News Feed
2. Select the photo you want to add
3. Hover over the photo and click **Edit**
4. The automatically generated text will show on the left side of your photo. Click **Override generated alt text** to edit it.
5. Write your alt text in the box. To change back to the automatically generated text, click **Clear**.
6. To save your alt text, click **Save** in the bottom left.

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

1. Click the photo to open it.
2. Click **More** in the top right and select **Change Alt Text**.
3. 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.
4. Click **Save**.

Facebook help 2021

How do I add image descriptions in Twitter?

To add image descriptions to a tweet:

1. Click on the **Tweet compose button**, or press the “n” key to use the keyboard shortcut.
2. Attach your photo(s).
3. To insert descriptive text, click **Add description**.
4. Type your description of the image and click the **Done** button. To edit the description, re-open the **Add description** dialogue before posting the Tweet. (The limit is 1000 characters.)
5. You can add a description to each image in a Tweet.

Note: Image descriptions cannot be added to videos.

Twitter help 2021

Emojis

Emojis can add character and personality to your caption. Screen readers can read emojis out loud, however, too many emojis within a caption may make it harder to understand the message.

For example:

We’ve 🙌🏻got 🙌🏻some🙌🏻 news!

A screen reader would read this caption like this:

We’ve clapping hands got clapping hands some clapping hands news exclamation mark.

Also:

We’ve got some exciting news! 🙌🏻🙌🏻🙌🏻

Check the 🔗 link in our bio for a special announcement!

Would be read like this:

We’ve got some exciting news exclamation mark grinning face smiling face with sunglasses star-struck eyes. Check the chain link in our bio for a special announcement exclamation mark.

As you can see, the emojis are getting in the way of the message. Here are some simple tips for using emojis in a caption:

Do

- Keep to one or two emojis per caption
- Add them at the end after the call to action
- Keep them relevant so that the emoji description will add value to the caption

Don't

- Spread them throughout the caption
- Use more than three

Use random emojis just for the sake of it

Hashtags

Using hashtags can help your posts to be seen by more people on social media. You can find out more about [using hashtags on church social media profiles here](#).

When you write a hashtag, capitalise the first letter of each word like this: **#DigitalLabs**, rather than **#digitalabs**. You'll find the hashtag easier for everyone to understand, including those using screen readers.

Just like emojis, they should be included at the end of the caption so that the message is understood clearly, as in the example below.

Subtitles

It's important the videos we create are available for all to access and enjoy, including those with a hearing impairment. The Church of England includes subtitles on all videos it produces for Instagram, Facebook, Twitter and YouTube. [Find a complete guide to adding subtitles on your church social media here.](#)



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