

# How to make your content accessible using **Alternative text**



## What is alternative text?

**Alt text** is text that describes the content or function of an image, a photograph, a graph or a chart.

Would you be able to understand the meme below without the alt text?



### Insert Alt text:

Cat looking guilty. Text: If I just keep looking cute, they'll surely blame the dog.

## Why?

Contrary to images, **alt text** can be modified and rendered in ways that suit the user.

**Information in alt text can be:**



enlarged



indexed by  
search engines



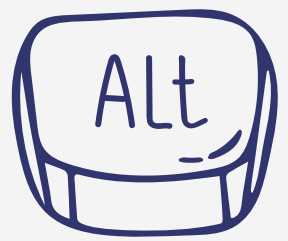
spoken out  
by screen readers



converted into tactile forms,  
such as braille



**Alt text can make your content easier to find online and lets more users access and interact with your posts, building your network.**



## Who it helps?

### People who ...



are blind or  
have low vision



can't understand the  
meaning of images or  
graphs



search for information  
inside images



use their mobile  
devices  
in low-data mode

## How to

- Most platforms and software have an alternative text option: Instagram, Facebook, Twitter, Word, PowerPoint etc.
- Look for the **Alt text** button.
- Write text that **describes** the information in the image. For example, 'cat lying on the mat'.
- If the image has a **function**, write its purpose. For example, 'search' instead of 'magnifying glass'.
- If the image is simply **decorative**, leave the alt text empty.

## Test your knowledge. Solve the Alt text Quiz.

TAKE QUIZ



### References:

- <https://www.w3.org/WAI/GL/WCAG3/2021/how-tos/text-alternatives/#get-started-button>
- <https://www.youtube.com/watch?v=YU8b4bpEEag&t=114s>

This project is part of Alina Karakanta's thesis for the MA in Accessibility to Media, Arts and Culture, University of Macerata. Learn more at <https://github.com/fatalinha/accessibility-literacy>