**Script for “Composing Alt Text for Image Macro Memes”**

**[Intro Music Playing]**

**[Visual: Traci standing in front of a whiteboard with the title "How to Write Effective Alt Text for Memes" displayed on screen.]**

**Traci:**  
"Hello, and welcome! Today, we’re diving into the world of image macro memes and how you can make them accessible to everyone by writing effective alt text. Whether you’re a content creator, educator, or just someone who enjoys sharing memes, it’s important to ensure that everyone, including those with vision impairments, can enjoy these memes."

**[Visual: Slide changes to a meme featuring the "Success Kid" with text at the top and bottom.]**

**Traci:**  
"Let’s start with an example that many of you might recognize—the 'Success Kid' meme. The image shows a toddler clenching his fist in front of a smug face. The overlaid text usually describes a minor yet victorious moment. For instance, the top text might say, 'Put candy in the shopping cart,' while the bottom text reads, 'without mom noticing.'"

**[Visual: The screen splits, showing the meme on one side and a text box on the other side displaying the alt text.]**

**Traci:**  
"When writing alt text for this meme, you want to include not just the text but also describe the image to capture the full context and tone. Here’s a good example: 'A toddler with a clenched fist and a smug face. Overlaid text on top: "Put candy in the shopping cart." Overlaid text on the bottom: "without mom noticing."'"

**[Visual: Transition to another meme, "First World Problems," featuring a crying woman.]**

**Traci:**  
"Now, let’s look at the 'First World Problems' meme. This meme shows a close-up of a woman with her eyes closed, her head in one hand, and a stream of tears running down her cheek. The text usually highlights trivial inconveniences. For example, 'Forgot my phone charger at home.'"

**[Visual: Similar split screen showing the meme and corresponding alt text.]**

**Traci:**  
"To write alt text for this meme, you could describe it as: 'Close-up of a crying woman with her head in one hand. Overlaid text on top: "Forgot my phone charger at home."' This description gives the user both the visual and emotional context necessary to understand the meme."

**[Visual: Traci returns to full screen.]**

**Traci:**  
"As you can see, effective alt text captures the essence of both the visual and textual elements of a meme. It’s not just about what’s written, but how the image and text work together to convey humor, emotion, or commentary. Remember to keep your descriptions clear, concise, and contextually rich."

**[Visual: The screen shows a summary slide with key points.]**

**Traci:**  
"To sum up, when composing alt text for memes:

1. Describe the main visual elements.
2. Include the overlaid text.
3. Convey the emotional tone or humor of the meme.

By doing this, you ensure that everyone, regardless of their visual ability, can enjoy and participate in meme culture."

**[Visual: Ending screen with 'Thank you for watching!' and contact information for accessibility resources.]**

**Traci:**  
"Thank you for watching! For more tips on making online content accessible, be sure to check out the resources linked below. See you next time!"

**[Outro Music Playing]**

This script is based on best practices for writing alt text for image macro memes, specifically focusing on the importance of including both the visual description and the text in a way that conveys the full meaning of the meme【4†source】.