



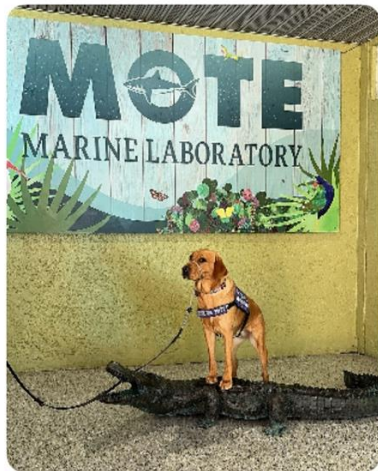
How to Add Alt Text to Instagram Photos

Adding Alt Text to an image embeds the description of a photo in the background, allowing screen readers to read the description of the image to the visually impaired.

Step 1: Write the Instagram caption, tagging accounts (like Dogs Inc and the place of the event if applicable) and adding hashtags and location.



New post



Great outing today at @motemarinelab 🐾 #DogsInc

≡ Poll

🔍 Prompt



Tag people

motemarinelab >





Mote Marine Laboratory & Aquarium


28.3km · 1600 Ken Thompson Pkwy, Saras...



Step 2: Scroll to the bottom of the page and tap the **More Options** tab.


 Audience Everyone >

 Also share on... Off >

 More options >

Step 3: Scroll to the bottom of that page and tap the **Write Alt Text** tab.


Accessibility and translation

 Write Alt Text >

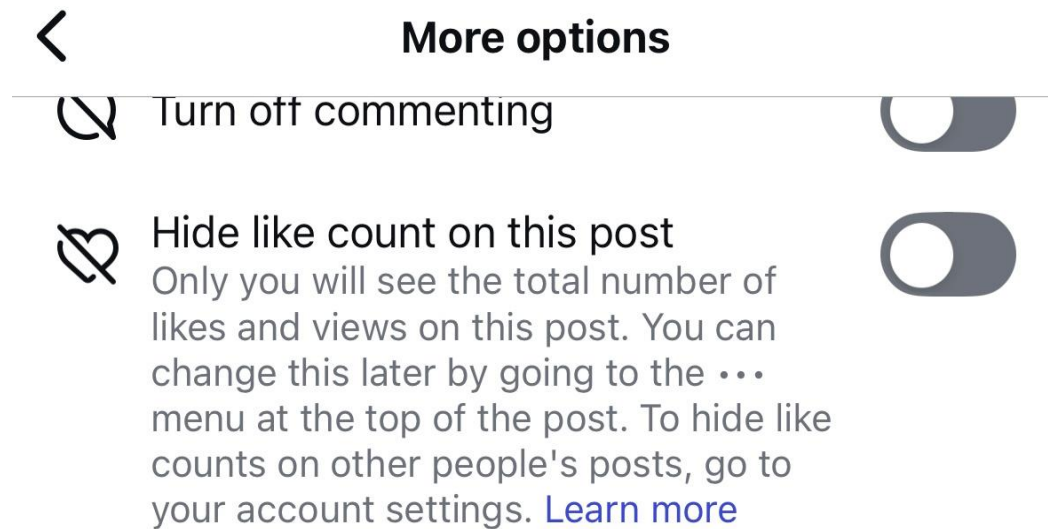
Alt text describes your photos for people with visual impairments. Alt text will be automatically created for your photos or you can choose to write your own.

Step 4: Write your Alt Text. Alt Text should be written in the present tense, describing what is happening in the image. Once written, tap the **Done** button.

Cancel Alt Text Done

 A yellow Labrador puppy stands on a statue of an alligator in front of a sign that reads "Mote Marine Laboratory"

Step 5: Once you hit Done, you will be taken back to the previous page. Tap the **Back arrow** in the top left corner to go back to your post.



Step 6: If everything looks good, tap the blue **Share** bar to post!

