ST. CLAIR COLLEGE

CENTRE FOR ACADEMIC EXCELLENCE
AND QUALITY ASSURANCE

Faculty Tech Tips Sheet

Adding Alternate Text to An Image on Twitter

Twitter allows you to add alternate text (also called "alt text") to an image to provide a description of the image for users who are unable to view it. This can be helpful for users who are blind or have low vision, as they can use a screen reader to read the alt text and understand the content of the image. It can also be helpful for users who are on a slow internet connection or have a device that does not support images, as the alt text will be displayed in place of the image.

It is important to note that Twitter may automatically generate alt text for images using machine learning, but you can still add your own alt text if you want to provide a more accurate or detailed description of the image.

Instructions

1. Open your web browser and go to www.twitter.com
2. Log in to your Twitter account
3. Select the "Tweet" button on the left side of the web page to create a new tweet.

How to Add Alternate Text to An Image

1. Select the "Media" button to add an image to your tweet.

2. Choose and upload the image you want to add from your computer or device.
3. Select it to open the image editor once the image has been added to your tweet.
4. Select the "ALT" button to enter a description of the image.

5. Type a concise and accurate description of the image.
6. Select "Save" to close the image editor once you have entered the alt text,

7. Preview your tweet to make sure everything looks good, and then select "Tweet" to post your image with the alt text included.
8. The alt text will now be added to the image. When the tweet is published, the alt text will be read by screen readers to users who are blind or have low vision.

Here are a few tips and tricks for adding alt text to images on Twitter:

1. Keep it concise: Alt text should be short and to the point. Try to summarize the content of the image in one or two sentences.
2. Be accurate: Make sure the alt text accurately describes the content of the image. Avoid using vague or misleading descriptions.
3. Use keywords: If the image is related to a specific topic or concept, consider including relevant keywords in the alt text. This can help users who are searching for information on that topic to find your image.
4. Avoid duplication: If you are including a caption or text in your tweet that describes the image, there is no need to repeat that information in the alt text. Instead, focus on providing additional context or details about the image.
5. Preview your tweet: Before you post your tweet, make sure to preview it to ensure that the alt text is displayed correctly and that the image looks good. This will help you catch any errors or formatting issues before you select "Tweet".

Resources

Read a short article that demonstrates adding alt text to an image on Twitter: [Adding alternative text on Twitter images](#)

An [overview](#) of Alt Text is available from Twitter Help Center