

Instructions for Adding Alt Text to Social Media

Facebook

Facebook uses AI to "guess" what's in your photo, but a manual description is always more accurate, and sometimes the autogenerated alt text just says, "No image description available."

Desktop (For a New Post)

1. Click **Photo/Video** and upload your image.
2. Hover over the photo and click **Edit**.
3. On the left-hand menu, click **Alternative Text**.
4. Select **Custom Alt Text** to type your own description.
5. Click **Save**.

Mobile App (For a New Post)

1. Start your post and select your photo.
2. Tap the **three dots (...)** on the photo or the **Edit** button.
3. Look for the **Alt Text** option (you may need to tap "More" or find it in the menu).
4. Type your description and tap **Done**.
5. Sometimes the Alt Text option is not there, so if you can't find it, post your content, then go back and add the alt text.

Mobile App (For an Existing Post)

1. Click on the photo to open it fully.
2. Click the **three dots (...)** in the top right.
3. Select **Edit Alt Text**.
4. Enter your text and click **Save**.

Instagram

Desktop (For a New Post)

The desktop site is actually a bit more direct than the app because the accessibility menu is visible right on the main editing sidebar.

1. **Upload & Edit:** Click the **Create (+)** button, select your photo, and click **Next** until you reach the final screen (where you write your caption).
2. **Find Accessibility:** On the right-hand sidebar, click the **Accessibility** dropdown menu.
3. **Enter Alt Text:** A box will appear labeled **Write Alt Text**. Type your description there.
4. **Finish:** Click **Share**.

Mobile (For a New Post)

The mobile app hides this setting a bit, but it's easy once you know where to look.

1. Start your post as usual (select photo, edit/filter).
2. On the final **New Post** screen (where you write your caption), scroll to the very bottom.
3. Tap **Advanced Settings**.
4. Under the "Accessibility" section, tap **Write Alt Text**.
5. Enter your description and tap **Done** (iOS) or the **Checkmark** (Android).

Mobile (For an Existing Post)

1. Go to the post on your profile.
2. Tap the **three dots (...)** in the top right corner.
3. Tap **Edit**.
4. Tap **Edit Alt Text** (usually located in the bottom right corner of the image itself).
5. Change the text and tap **Done**.

WARNING:

If you add alt text while creating a post on Facebook and then use the "cross-post to Instagram" toggle, the alt text does **not** consistently carry over to Instagram.

While Meta has made the platforms "play nice" together, accessibility data like alt text is often treated as platform-specific metadata.

The Professional Way: Meta Business Suite

If you want to add alt text to both platforms at the same time without doing double the work, use the **Meta Business Suite** (available on desktop or as a separate app). It is designed specifically for this.

1. Click **Create Post**.
2. Select both your **Facebook Page** and **Instagram Account**.
3. Upload your media.
4. In the **Media** section, click the **Pencil icon (Edit)** on the photo.
5. Select **Alt Text** from the menu.
6. You can then type your alt text once, and it will be applied to the versions for both platforms before you hit **Publish**.