## **MAKING DOCUMENTS ACCESSIBLE IN WORD 2016—Using Alt Text for Images**

**Alternative Text** or Alt Text is text associated with an image that serves the same purpose and conveys the same essential information as the image. In situations where the image is not available to the reader, because they are using a screen reader due to a visual impairment, the alternative text ensures that no information or functionality is lost.

Here are some basic rules for Alt Text:

* Use complete sentences with proper punctuation.
* Check your spelling and try to **avoid abbreviations or acronyms** unless they have been previously defined. Screen readers will mispronounce words that are misspelled.

To add Alt Text to an image, such as STC’s Logo, follow these steps:

* Right click on the image
* Click Format Picture
* Click Layout & Properties
* Click Alt Text
* Key a title and a description for the image.

**Always add alternative text and a description to pictures, shapes, charts, SmartArt graphics, tables, and other elements.**