

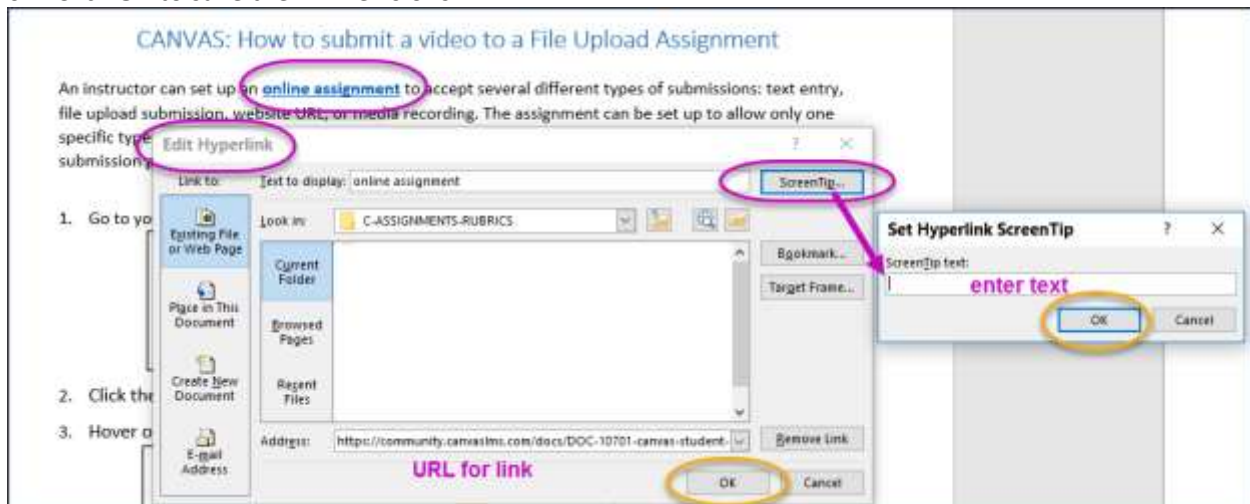
How to Add ALT Text to a Link or Image

ALT text is a textual alternative to non-text content in web pages and as such can significantly increase the accessibility of your web pages to people who use a screen reader or whose browser is not showing images. If ALT text has been included, it appears when a user hovers the mouse over an image and thus helps provide context for the element. ALT text is also read by search engines.

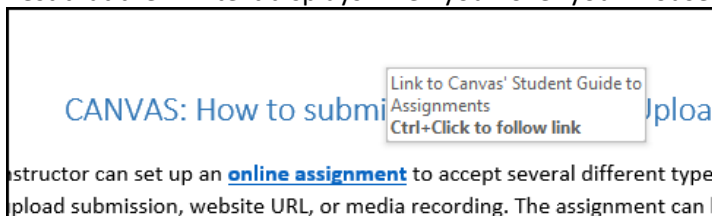
When determining appropriate alternative text for images, context is everything! The ALT text used for a specific image may be vastly different based upon the context and surroundings of the image, i.e. where and why it's being used. If an image has been added simply for decoration, this can and should be noted in the ALT text.

How to add ALT text to a web link in a Word document:

1. Open your document in Word.
2. **Right-click** on the existing link then select '**Edit Hyperlink**'.
3. Click on '**ScreenTip...**'.
4. Enter a description of where the link goes
 - a. Use whole sentences, with punctuation and capitalization.
5. Click **OK** to save the screen tip text.
6. Click **OK** to save the link revisions.




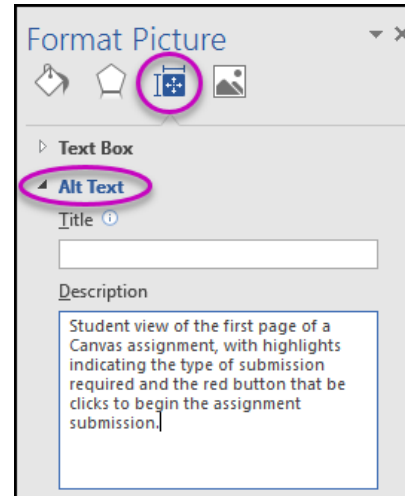
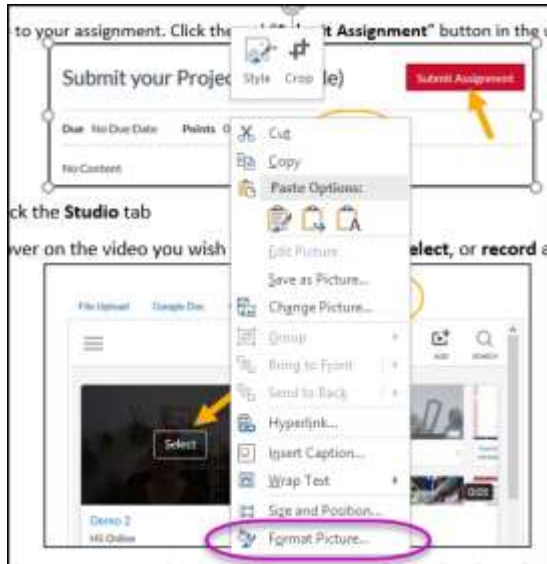
7. Test that the ALT text displays when you hover your mouse over the link.



How to add ALT text to an image in a Word document:

In Word for PC:

1. Right-click on the image and select **“Format Picture”**
2. Click the **“Layout & Properties”** icon, 
3. Expand the Alt text menu
4. Fill in a short title and a longer description.
5. The text will auto save (there is no button to click).



In Word for Mac:

1. Right-click on the image and select **“Edit AltText”**
2. Fill in a short title and a longer description.
Options: (a) Checkmark the **“Mark as decorative”** box , (b) Select **“Generate a description for me”**
3. The text will auto save (there is no button to click).

