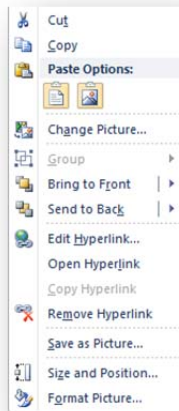# Add "alt text" to images in PowerPoint

"Alt text" refers to the text accessed by screen readers used by people with visual impairments. The "alt text" signals the screen reader to stop at the image and read the title to the user. "Alt text" is a generic term used in any application. This job aid shows you how to create "alt text" in PowerPoint.

Step 1
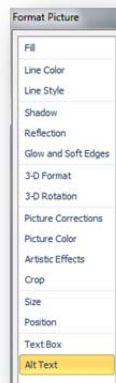
In PowerPoint, right click on the image.

Step 2

Choose **Format Picture**

Step 3

Choose **Alt Text** – it should be the last option on the menu.

Step 4

Enter the **Title**. Include enough information for the person using a text reader to determine if they want to hear the description.

Step 5

Enter the **Description**: Explain the photo enough to get the point across.

Step 6

Click **Close**.