Welcome to the **fourth** in a series of newsletter Tip Sheets about Your Website and best practices.

REMINDER…
By law, we are required to make our posted public information accessible to *ALL* users – including those who are blind, deaf, or have other disabilities such as low vision. Every time we post on our websites, we either make information accessible to our users, or build unnecessary obstacles to public information. Luckily, with a little knowledge, it is **EASY** to make content accessible to ALL your website users!

Please take the time to read and implement these **simple tips** to help you ==comply with the law==. THANKS!

TODAY'S TOPIC: **Pictures in Documents, PowerPoints**

DID YOU KNOW…?
Alternative Text is **NOT** just for web pages! When you create **Word / PDF documents / PowerPoint presentations** to post to your website, any pictures in them **ALSO need to have "Alternative Text."** The Alternative Text is read aloud to blind or low-vision users so they will know what the picture is about, and why it is there.

THE GOOD NEWS:
It is easy to add Alternative Text to the pictures in your document or presentation! Yay!

THE BAD NEWS:
If you don't add Alternative Text into your document or presentation, it will not be accessible to blind or low-vision users. It is IMPORTANT to *carefully decide what your Alternative text will be and include it in any documents you post online*.

HERE'S HOW TO DO IT:
1. First, look at your photo to determine appropriate Alternative Text. It can be short but descriptive. **EXAMPLE:**

"Map showing Lewis and Clark's westward route."

In this example, blind and low-vision users will hear and know EXACTLY what the picture contains and why it was included in your document or presentation.

2. In your document (such as Word or PowerPoint), **RIGHT-click** on the image, and choose **Format Picture…**
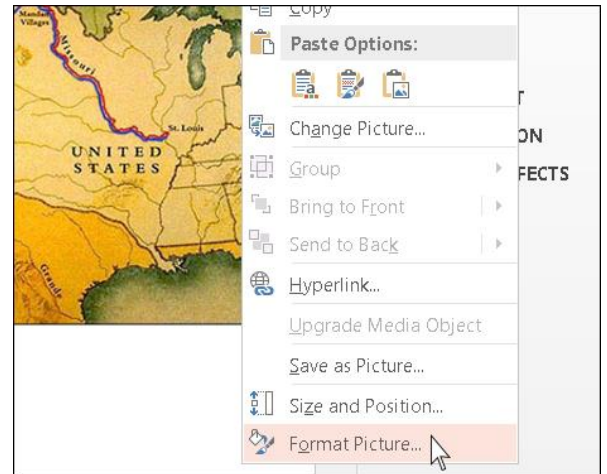
3. Click on the **THIRD ICON** in the panel that shows up on the right, and then on "**ALT TEXT**." Type your Alternative Text that *describes* the picture into the **Description** field.
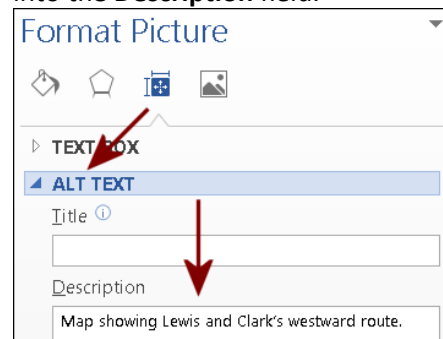
4. **Save** your original document, but then *also* **File** > **Save As…** to make a **PDF** version for uploading (so **ANYONE** can open it, for *free*).
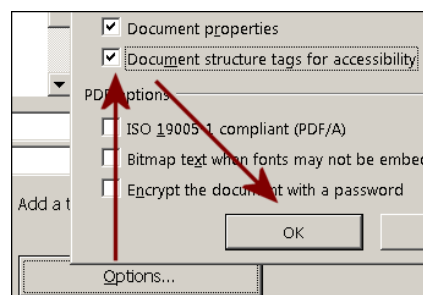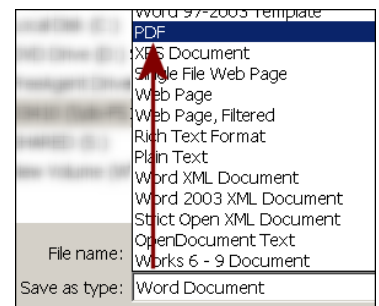
5. From the **Options** button, check the **Document structure tags for accessibility** box. Click **OK** and **Save** – and your PDF is now *accessible*. DONE!