**Accessibility Requirements:**

The RHNTC is committed to providing equitable access to information and services as part of its digital accessibility mission. Learn more by visiting <https://rhntc.org/accessibility>

**Accessibility Guidelines for Visual Media**

Following guidance from the [Web Content Accessibility Guidelines (WCAG)](https://www.w3.org/TR/WCAG21/) and regulations dictated within [Section 508 of the Rehabilitation Act](https://www.access-board.gov/ict/), all visual media must be accompanied by "a text alternative that serves the equivalent purpose" (WCAG 2.1, [Criterion 1.1.1 Non-text content](https://www.w3.org/WAI/WCAG21/quickref/#text-alternatives)).

When uploading the visual media files included within the RHNTC Social Media Toolkit, please include a description to accompany your chosen media.

**How to author an image description?**

Image descriptions should provide a clear, concise, and accurate representation of all visual information of the media required to meaningfully understand the visual media in context of

surrounding information or processes.

RHTNC has provided "starter" descriptions for the images shared within the social media toolkit. Open the "Image Descriptions" text file and locate your image and/or PDF by title within the document. If you have uploaded a logo, you will need to modify the provided description with a textual representation of that logo.

(Further reading on images and accessibility: ["Image Concepts" by W3C](https://www.w3.org/WAI/tutorials/images/).)

**How to associate your descriptions to your images on social media?**

Social media platforms provide methods for adding such descriptions to uploaded media. Below are links to articles from Instagram, Facebook, and Twitter for managing image description:

Instagram: [How do I edit the alternative text for a photo on Instagram?](http://help.instagram.com/503708446705527/?helpref=uf_share)

Facebook: [How do I edit the alternative text for a photo on Facebook?](http://www.facebook.com/help/214124458607871/?helpref=uf_share)

Twitter: [How to set image descriptions](https://help.twitter.com/en/using-twitter/picture-descriptions)

# RHNTC Social Graphics - Alternative Text Descriptions

**Image 1**: CheckYourBP\_v1\_1080x1080

**Description**: A stock photograph of a medical professional taking a patient’s blood pressure. A caption overlays the image: "The only way to know if you have high blood pressure is to have it checked! Visit us to check your blood pressure."

**Image 2**: CheckYourBP\_v1\_Twitter

**Description**: A stock photograph of a medical professional taking a patient’s blood pressure. A caption overlays the image: "The only way to know if you have high blood pressure is to have it checked! Visit us to check your blood pressure."

**Image 3**: CheckYourBP\_v2\_1080x1080

**Description**: An illustration of a heart and a blood pressure gauge. Text overlays the graphic: “Visit us to check your blood pressure. Call us today to make an appointment!”

**Image 4**: CheckYourBP\_v2\_Twitter

**Description**: An illustration of a heart and a blood pressure gauge. Text overlays the graphic: “Visit us to check your blood pressure. Call us today to make an appointment!”

**Image 5**: CheckYourBP\_v3\_1080x1080

**Description**: An illustration of a person with a blood pressure cuff around their arm. Text overlays the graphic: “Visit us to check your blood pressure. Call us today to make an appointment!”

**Image 6**: CheckYourBP\_v3\_Twitter

**Description**: An illustration of a person with a blood pressure cuff around their arm. Text overlays the graphic: “Visit us to check your blood pressure. Call us today to make an appointment!”

**Image 7**: HBP\_1in3\_1080x1080

**Description**: An illustration of a blood pressure kit. Text overlays the graphic: “Hypertension, or high blood pressure, is often called “a silent killer” – nearly 1 in 3 people with hypertension don’t know they have it! Visit us to check your blood pressure.”

**Image 8**: HBP\_1in3\_Twitter

**Description**: An illustration of a blood pressure kit. Text overlays the graphic: “Hypertension, or high blood pressure, is often called “a silent killer” – nearly 1 in 3 people with hypertension don’t know they have it! Visit us to check your blood pressure.”

**Image 9**: HBP\_BBP\_1080x1080@2x

**Description**: An illustration of a person with a blood pressure cuff around their arm. Text overlays the graphic: “High blood pressure during pregnancy is a leading cause of death during and soon after pregnancy, especially among Black people. Visit us to check your blood pressure.”

**Image 10**: HBP\_BBP\_Twitter@2x

**Description**: An illustration of a person with a blood pressure cuff around their arm. Text overlays the graphic: “High blood pressure during pregnancy is a leading cause of death during and soon after pregnancy, especially among Black people. Visit us to check your blood pressure.”

**Image 11**: HBP\_BirthOutcomes\_1080x1080

**Description**: An illustration of a medical professional checking the blood pressure of a pregnant person. Text overlays the graphic: “High blood pressure during pregnancy increases your risk of complications and poor birth outcomes. Call us today to make an appointment!”

**Image 12**: HBP\_BirthOutcomes\_Twitter

**Description**: An illustration of a medical professional checking the blood pressure of a pregnant person. Text overlays the graphic: “High blood pressure during pregnancy increases your risk of complications and poor birth outcomes. Call us today to make an appointment!”

**Image 13**: HBP\_MaternalDealth\_1080x1080

**Description**: Stock photo of a medical professional using a stethoscope on her patient. Text overlays the graphic: “High blood pressure is one of the leading–and most preventable–contributors to maternal death. Visit us to check your blood pressure.”

**Image 14**: HBP\_MaternalDealth\_Twitter

**Description**: Stock photo of a medical professional using a stethoscope on her patient. Text overlays the graphic: “High blood pressure is one of the leading–and most preventable–contributors to maternal death. Visit us to check your blood pressure.”

**Image 15**: HBP\_SleepExercise\_1080x1080

**Description**: An illustration of a pair of dumbbells and a sports water bottle. Text overlays the graphic: “If you have high blood pressure, getting good sleep, eating healthy foods, and exercising regularly can help you manage it! Visit us to check your blood pressure.”

**Image 16**: HBP\_SleepExercise\_Twitter

**Description**: An illustration of a pair of dumbbells and a sports water bottle. Text overlays the graphic: “If you have high blood pressure, getting good sleep, eating healthy foods, and exercising regularly can help you manage it! Visit us to check your blood pressure.”

**Image 17**: Hypertension-Fertility\_1080x1080

**Description**: An illustration of sperm heading towards an egg. Text overlays the graphic: “Did you know that high blood pressure can affect your fertility? Call us today to make an appointment!”

**Image 18**: Hypertension-Fertility\_Twitter

**Description**: An illustration of sperm heading towards an egg. Text overlays the graphic: “Did you know that high blood pressure can affect your fertility? Call us today to make an appointment!”