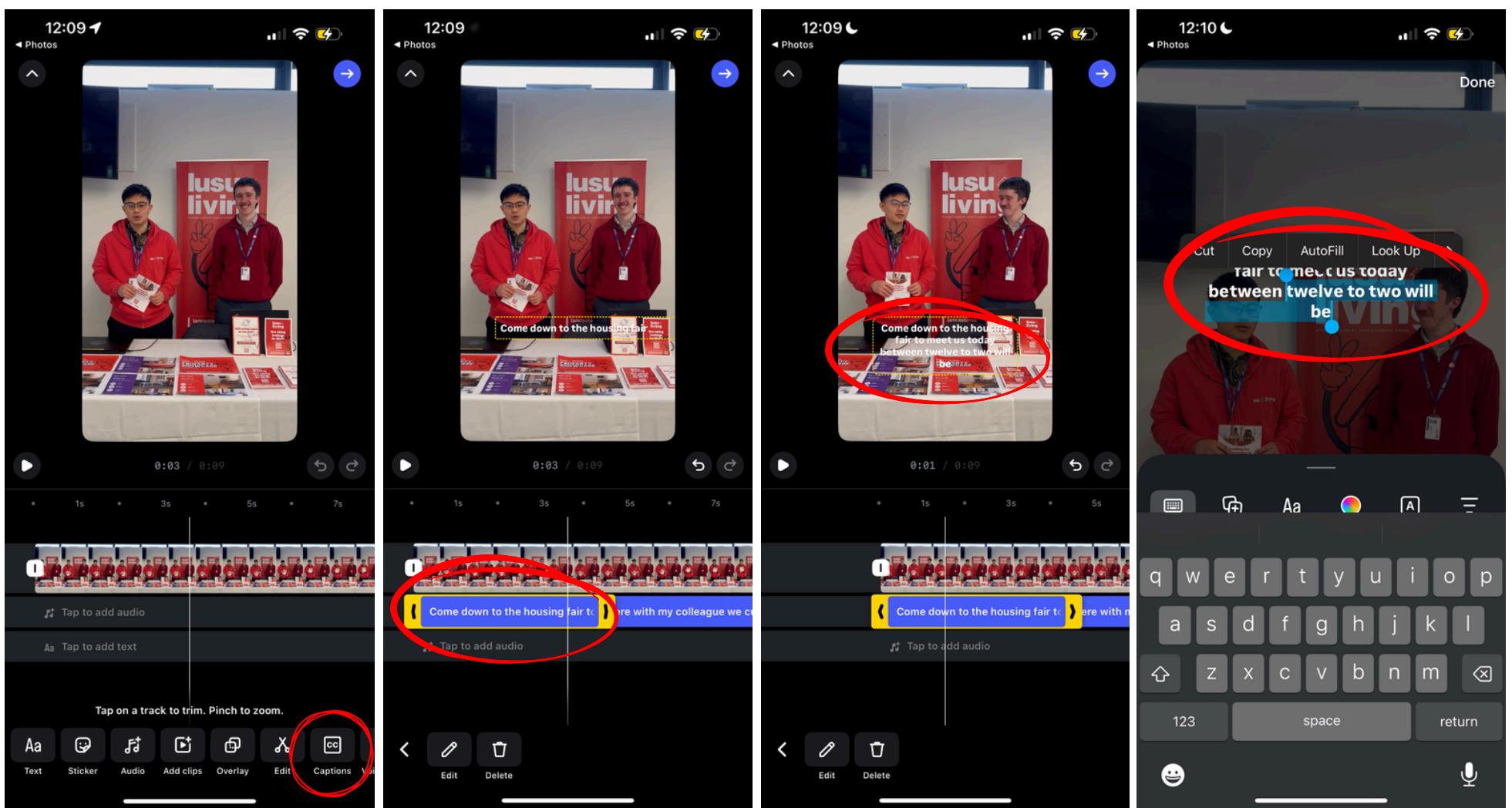


How to Add Embedded Captions on Instagram Reels

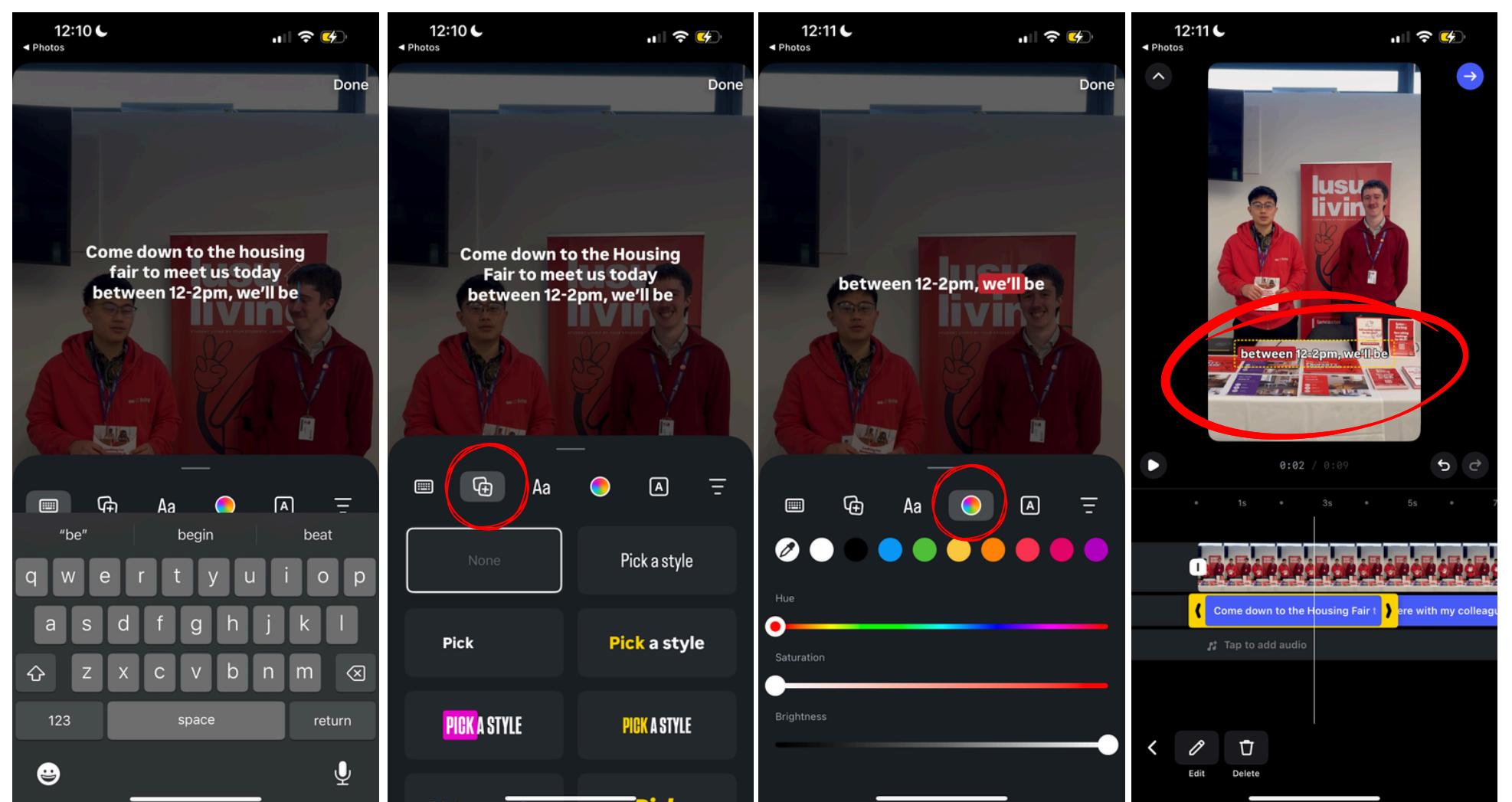


1) In the Reels editor, select 'Captions' at the bottom menu.

2) Once captions are generated, select them on the timeline.

3) Select the captions on the Reel by double tapping.

4) Edit text accordingly.



5) (example above)

6) From the captions menu, select the plus icon to change highlight style.

7) Select the colour wheel from the menu to change the highlight colour, ensure it contrasts well with the text colour and/or video background.

8) Ensure captions styles are consistent, and applied to all necessary audio in the Reel.

Extra Considerations

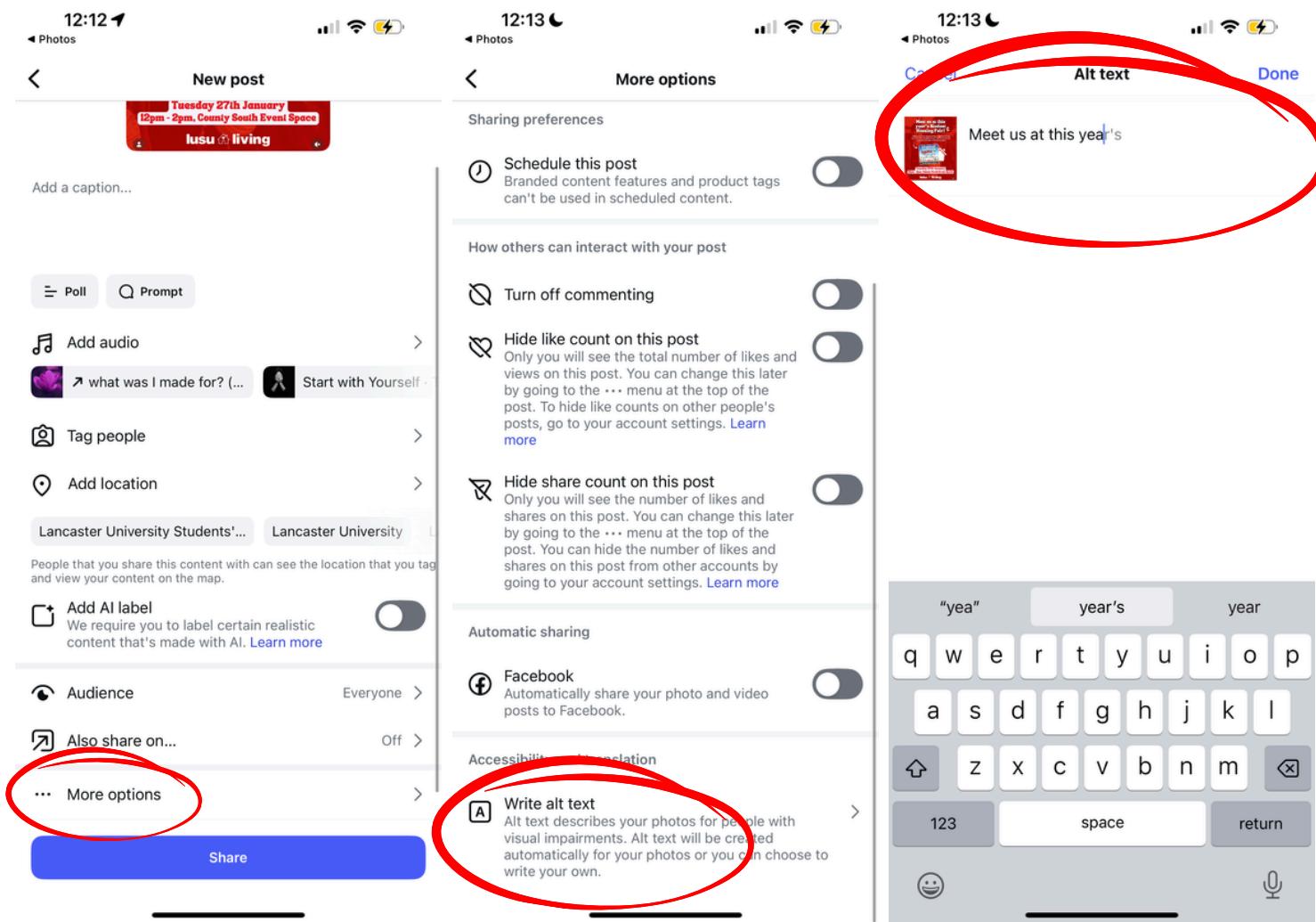
If using embedded captions such as the ones demonstrated, ensure that auto-generated closed captions for Reels are turned off so that they don't overlap with each other. You can toggle auto-generated captions on/off in your Accessibility Settings.

Either style of captions are effective, however embedded captions allow for spelling changes and style edits, whereas auto-generated closed captions can't be changed.

Helpful Links

- Manage closed captions for your reels on Instagram: https://help.instagram.com/7487270478066359/?helpref=uf_share

How to Add Embedded Captions on Instagram Reels



1) Before posting a main post, scroll down to the 'More Options' menu.

2) Select 'Write Alt text'

3) Write the key text from your image into the Alt text writer. Make sure to convey all key text/info that is visible.

Extra Considerations

In the Alt text, you can also describe any important visuals (e.g image of Alex Square), however decorative visuals don't necessarily require a description (e.g cartoon of a duck).

Helpful Links

- Edit the alternative text for a post on Instagram: https://help.instagram.com/503708446705527/?helpref=uf_share
- How to make your social media accessible - <https://www.rnib.org.uk/living-with-sight-loss/assistive-aids-and-technology/tv-audio-and-gaming/guide-to-accessible-social-media/>