



Digital Media Capability Map

A reference map of the accessibility capabilities of major digital media publishers. Helping advertisers produce creative that reaches audiences with disabilities.



Compiled by the Ad Accessibility Network on 2 Dec 2025



Accessible advertising reaches everyone. Around **1 in 5 people** live with a disability in the UK and rely on features like captions, audio description and alt text to engage with content, making accessibility essential to effective, digital campaigns across social media.

Building the Capability Map

The Ad Accessibility Network asked members to review their own social media advertising platform accounts and highlight the areas where they were able to run accessible advertising across alt text, captions and audio description that were native to the platform, including features requiring an upload. Their findings were compiled by the Ad Accessibility Network into the following pages, current as of 2nd December 2025. It is a practical reference, not a benchmark, scorecard, or ranking, and the platforms named have not reviewed or validated its contents.

Market State

Momentum is building in the advertising industry who recognise the accessible advertising's ROI impact. Research demonstrates that captioned ads increase reach and improve performance, creating a business case beyond compliance.

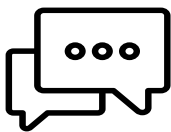
- Captions lead adoption. Captions are the most established and widely used accessibility feature, with engaged brands integrating them as standard practice. This adoption reflects both proven engagement benefits and brand prioritization around production efficiency and measurable audience impact.
- Audio description and alt text adoption lags behind captions. Brands cite production complexity and measurement ambiguity as primary adoption barriers. Specialized production requirements for audio description and variable approaches to alt text measurement present friction points for mainstream implementation. Increasing reliance on AI-generated alt text tools is helping close the coverage gap, but automated output varies in accuracy and often misses context the ad needs to convey, so human review is recommended before treating it as compliant. As brands develop clearer ROI attribution frameworks and production workflows mature, adoption patterns are expected to evolve.
- Market-wide adoption still nascent. While committed brands lead, the broader industry shows limited mainstream adoption. This gap presents both a challenge and an opportunity.

This report highlights the work platforms have done in order to allow marketers to make their advertising more accessible.

Please note: Capability is a moving target. Features may be newly released or still in testing, so always confirm the latest directly with your partners.

Digital Advertising Accessibility Feature Reference

Understanding the capabilities of your digital media partners is important for determining the exact assets that need to be produced to enable your digital campaigns to be accessible for people with disabilities.



Captions

Captions, or subtitles, are time-synchronised text displayed at the bottom of the screen that transcribe the on-screen dialogue and key sounds or music.



Audio Description

Audio Description is a form of voiceover narration that is played in parallel to the ad's main audio track, with narration in the gaps between dialogue that describes the visuals.



Alt Text

Alt Text (image/video description) is text accompanying an image or video to provide a description of the visual, sometimes read aloud by a screen reader.

Digital media publishers the network reviewed included within this map are:

YouTube Meta Pinterest TikTok Reddit Snapchat X

Platform accessibility features are changing all the time to add new features or phase certain ones out. Make sure to check with partners for updates.

Find more resources at adaccessibility.org

Disclaimer: The map below is intended to help advertisers produce accessible creative for audiences with disabilities. It is not a benchmark, scorecard, or ranking of platforms, and it is not a reflection of the relative quality of any platform or its commitment to accessibility.

Methodology: The map has been compiled by ISBA based on publicly identified information and information provided by the AAN, an independent industry initiative, as of 2 December 2025. The AAN invited platforms to provide verified information prior to publication, but not all responded.

Important: Where an entry states "Not Identified," this does not necessarily mean the platform does not support the feature – it is saying the AAN could not verify support as of the publication date and reflects a limitation in the verification process. Platform capabilities evolve continuously, and features may be newly released, in testing, or updated after this publication date. ISBA and the AAN do not endorse or guarantee the completeness or currency of the information provided and advertisers should consult directly with platforms for the most current, complete and accurate information on accessibility features. This map is published independently and does not reflect the views or endorsements of individual member organisations. The network and participation are voluntary in all instances.

Corrections and Updates: Platforms are invited to submit corrections or additional information to emily@responsible.com. Submissions will be reviewed and once verified, information will be incorporated into updated versions of this map in a timely manner.

● Ad
▲ Accessibility
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Types of accessibility features

Captions

Closed captions	Auto-generated captions	Text in visual asset
Where <i>identified</i> ¹ , the platform supports uploading a captions file that users can toggle on and off.	Where <i>identified</i> , the platform provides automated captions file that users can toggle on and off.	If <i>permitted</i> ² , the producer can provide their own captions using on-screen text.

Audio Description

Audio Description (AD)	Auto-generated AD	Text-To-Speech
If <i>identified</i> , an AD mix can be uploaded which users can hear by turning it on and off.	If <i>identified</i> , the publisher provides automated AD that users can turn on and off.	If <i>identified</i> , the producer can generate audio from text within the ad platform for visual descriptions.

Alt Text

Alt Text	Auto-generated Alt Text	Text Space for Visual Descriptions
If <i>identified</i> , text can be provided which screen reader users will hear.	If <i>identified</i> , the publisher provides automated Alt Text that screen reader users will hear.	If <i>identified</i> , the producer can provide descriptive text that is exposed for all users, with and without screen readers.

Note: some platforms do not allow to alter alt text post upload, so check before posting

1 - *Identified* means the platform has the feature

2 - *Permitted* means the platform's rules allow the producer to add it themselves within the ad

Captions

Placement	Closed captions	Auto-generated captions	Text in visual asset
YouTube video	Identified	Identified	Permitted

Audio Description

Placement	Audio Description (AD)	Auto-generated AD	Text-To-Speech
YouTube video	Organic identified	Identified	Not identified

Alt Text

Placement	Alt Text	Auto-generated Alt Text	Text space for visual descriptions
YouTube video	Not identified	Not identified	Identified

Captions

Placement	Closed captions	Auto-generated captions	Text in visual asset
Facebook video	Identified	Identified	Permitted
Facebook reels	Identified	Identified	Permitted
Facebook stories video	Identified	Identified	Permitted
Instagram video	Identified	Identified	Permitted
Instagram reels	Identified	Identified	Permitted
Instagram stories video	Identified	Identified	Permitted

Audio Description

Placement	Audio Description (AD)	Auto-generated AD	Text-to-speech
Facebook video	Identified	Not identified	Not identified
Facebook reels	Not identified	Not identified	Not identified
Facebook stories video	Not identified	Not identified	Not identified
Instagram video	Identified	Not identified	Not identified
Instagram reels	Not identified	Not identified	Not identified
Instagram stories video	Not identified	Not identified	Not identified

Alt Text

Placement	Alt Text	Auto-generated Alt Text	Text space for visual descriptions
Facebook feed photo	Identified	Identified	Identified
Facebook stories photo	Not identified	Not identified	Not identified
Instagram feed photo	Identified	Identified	Identified
Instagram stories photo	Not identified	Not identified	Not identified

Captions

Placement	Closed captions	Auto-generated captions	Text in visual asset
Pinterest video	Not identified	Organic identified	Permitted

Audio Description

Placement	Audio Description (AD)	Auto-generated AD	Text-To-Speech
Pinterest video	Not identified	Not identified	Not identified

Alt Text

Placement	Alt Text	Auto-generated Alt Text	Text space for visual descriptions
Pinterest static	Organic identified	Not identified	Identified

Captions

Placement	Closed captions	Auto-generated captions	Text in visual asset
TikTok video	Identified	Identified	Permitted

Audio Description

Placement	Audio Description (AD)	Auto-generated AD	Text-To-Speech
TikTok video	Not identified	Not identified	Identified

Alt Text

Placement	Alt Text	Auto-generated Alt Text	Text space for visual descriptions
TikTok image	Identified	Not identified	Not identified

Captions

Placement	Closed captions	Auto-generated captions	Text in visual asset
Reddit free-form	Not identified	Not identified	Permitted
Reddit video	Not identified	Not identified	Permitted
Reddit conversation	Not identified	Not identified	Permitted
Reddit shopping	Not identified	Not identified	Permitted
Reddit takeover	Not identified	Not identified	Permitted

Audio Description

Placement	Audio Description (AD)	Auto-generated AD	Text-to-speech
Reddit free-form	Not identified	Not identified	Not identified
Reddit video	Not identified	Not identified	Not identified
Reddit conversation	Not identified	Not identified	Not identified
Reddit shopping	Not identified	Not identified	Not identified
Reddit takeover	Not identified	Not identified	Not identified

Alt Text

Placement	Alt Text	Auto-generated Alt Text	Text space for visual descriptions
Reddit free-form	Not identified	Not identified	Identified
Reddit video	Not identified	Not identified	Identified
Reddit conversation	Not identified	Not identified	Identified
Reddit shopping	Not identified	Not identified	Identified
Reddit takeover	Not identified	Not identified	Identified

Captions

Placement	Closed captions	Auto-generated captions	Text in visual asset
Snapchat video	Organic identified	Organic identified	Permitted
Snapchat story	Organic identified	Organic identified	Permitted
Snapchat collection	Organic identified	Organic identified	Permitted
Snapchat AR	Organic identified	Organic identified	Permitted

Audio Description

Placement	Audio Description (AD)	Auto-generated AD	Text-to-speech
Snapchat video	Not identified	Not identified	Not identified
Snapchat story	Not identified	Not identified	Not identified
Snapchat collection	Not identified	Not identified	Not identified
Snapchat AR	Not identified	Not identified	Identified

Alt Text

Placement	Alt Text	Auto-generated Alt Text	Text space for visual descriptions
Snapchat image	Not identified	Not identified	Not identified
Snapchat video	Not identified	Not identified	Not identified
Snapchat story	Not identified	Not identified	Not identified
Snapchat collection	Not identified	Not identified	Not identified
Snapchat AR	Not identified	Not identified	Not identified



Captions

Placement	Closed captions	Auto-generated captions	Text in visual asset
X vertical video	Identified	Not identified	Permitted
X pre-roll video	Identified	Not identified	Permitted
X takeover	Identified	Not identified	Permitted
X video	Identified	Not identified	Permitted
X video carousel	Identified	Not identified	Permitted
X sponsorship video	Identified	Not identified	Permitted
X live video	Identified	Not identified	Permitted
X website card	Identified	Not identified	Permitted

Note: Closed captions are added via a separate .srt file uploaded at the time of posting rather than through automated captioning.

Audio Description

Placement	Audio Description (AD)	Auto-generated AD	Text-to-speech
X vertical video	Not identified	Not identified	Not identified
X pre-roll video	Not identified	Not identified	Not identified
X takeover	Not identified	Not identified	Not identified
X video	Not identified	Not identified	Not identified
X video carousel	Not identified	Not identified	Not identified
X sponsorship video	Not identified	Not identified	Not identified
X live video	Not identified	Not identified	Not identified
X website card	Not identified	Not identified	Not identified

Alt Text

Placement	Alt Text	Auto-generated Alt Text	Text space for visual descriptions
X vertical video	Identified	Not identified	Identified
X pre-roll video	Identified	Not identified	Identified
X takeover	Identified	Not identified	Identified
X video	Identified	Not identified	Identified
X video carousel	Identified	Not identified	Identified
X sponsorship video	Identified	Not identified	Identified
X live video	Identified	Not identified	Identified
X website card	Identified	Not identified	Identified



Adding Accessibility Features by Platform

Last updated: 2 December 2025

YouTube

[Learn how to add Audio Description on YouTube](#)

[Learn how to add Closed Captions on YouTube](#)

Meta

[Learn how to add access features on Facebook](#)

[Learn how to add access features on Instagram](#)

[Learn to make your ads accessible on Meta](#)

Pinterest

[Learn how to add alt text on Pinterest](#)

[Learn how automated captions work on Pinterest](#)

TikTok

[Learn how to add access features on TikTok](#)

Reddit

[Learn how to add access features on Reddit](#)

Snapchat

[Learn how to add Closed Captions on Snapchat](#)

[Learn how AI Captions work on Snapchat+](#)

X

[Learn how to add Closed Captions and Image Description on X](#)

Find more accessibility resources at **adaccessibility.org**