

## Department for Transport, it's everyone's journey campaign Alt text and image descriptions

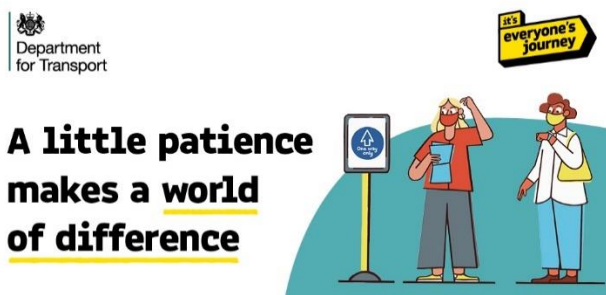
### Accessibility

Always ensure you use image descriptions for those who are blind or partially sighted. Please also ensure that all #tags used are typed in CamelCase to make your captions more accessible. You can find further information on making your social media accessible on the [RNIB website here](#).



1. With the return to transport amid coronavirus (COVID-19), some people continue to rely on you to keep them safe. Where you can, please wear a face covering and make space. Remember, not all disability is visible. #ItsEveryonesJourney #WorldOfDifference

[Image description] Graphic with the Department for Transport and it's everyone's journey logos and the text "Help make a world of difference." A little thought makes a world of difference." Graphic shows cartoon style illustration of a man wearing a face covering holding the hand of child making space for woman with cane.



2. Remember, not all disability is visible; A little extra time and consideration could make a world of difference to everyone's journey. Lets look out for each other. #ItsEveryonesJourney #WorldOfDifference

[Image description] Graphic with the Department for Transport and it's everyone's journey logos and the text "A little patience makes a world of difference." Graphic shows cartoon style illustration of woman looking at watch standing behind woman looking at one way sign who is scratching her head as though confused.



3. If you don't need to be in a priority seat or designated wheelchair space, please keep them free for people who do. #ItsEveryonesJourney #WorldOfDifference

[Image description] Graphic with the Department for Transport and it's everyone's journey logos and the text "A little consideration can make a world of difference." Graphic shows cartoon style illustration of man with laptop sitting on a public transport priority seat, with thought bubble 'Maybe others need this seat more than I do?'

### For Instagram and Facebook

[Image description]

Graphic with the Department for Transport and it's everyone's journey logos and text "A little consideration can make a world of difference." Graphic shows cartoon style illustration of man with laptop sitting on a public transport priority seat, with thought bubbles, 'There's another seat just over there', 'Maybe others need this seat more than I do?', 'I should move before I get too lost in this spreadsheet.'



4. Surfaces, buttons and handrails are being regularly cleaned to make everyone's journey as safe as possible. #ItsEveryonesJourney #WorldOfDifference

[Image description]

Graphic with the Department for Transport and it's everyone's journey logo and the text "Having the confidence to travel makes the world of difference." Graphic shows cartoon style illustration of man listening to music and illustration of woman in wheelchair priority space reading a book on public transport. Surfaces sparkle as a result of being clean.

  
Department  
for Transport

**A little help  
makes a world  
of difference**



5. For information on disabled passenger's rights and support services; including passenger assistance, discounted travel and accessible facilities visit [everyonesjourney.campaign.gov.uk](http://everyonesjourney.campaign.gov.uk). #ItsEveryonesJourney #WorldOfDifference

[Image description] Graphic with the Department for Transport and it's everyone's journey logo and the text "A little help makes a world of difference." Graphic shows cartoon style illustration of public transport staff providing guidance to man with walking stick.