Set AI Photo Captions and Descriptions in Matrix

Turn AI photo alt text and descriptions on or off when you upload listing photos in Listings Manager. Matrix remembers your selection for later uploads.

Note: AI can make mistakes. If you use AI alt text or descriptions, review every caption and description before you rely on it.

Open Manage Photos

1. In the main menu, select ADD/EDIT to open Listings Manager.
2. Find the listing, then select Edit.
3. Select Manage Photos. You can also open the Photos tab on the listing.

Set the AI preference for uploads

1. Select Add Photos.
2. In the upload area, set the toggles you want:
    - Use AI Alt Text - when on, Matrix adds AI alt text as you upload
    - Generate Photo Description - when on, Matrix adds AI photo descriptions as you upload
3. Drag and drop files, or select Browse... and choose images (JPEG, HEIC, or HEIF; up to 50 photos).
4. If Image Upload Certification appears, review the terms and accept to continue.
5. After upload, review each photo card. Use Select Caption... and Enter Description... to edit text. Select Generate AI Description on a card when you want AI text for that photo only.
6. Drag photos to set order - the first photo is the primary listing photo.
7. Select Save as Incomplete or Submit as appropriate for the listing's status.

Tips

- Matrix remembers your Use AI Alt Text and Generate Photo Description settings for later uploads.
- Photographer Access can also leave Generate Photo Description checked when you invite a photographer - see Use Photographer Access for Listing Photos in Matrix.
- Digitally altered or virtually staged images still need disclosure - see Images and the Use of Artificial Intelligence.
- Live listing articles list a photo size limit of 3200 × 2400 pixels. On Manage Photos, follow the size and format text Matrix shows on that screen.

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