Creating Social Media Graphics: without a graphics designer

OLA SUPER CONFERENCE 2020 | 29 JANUARY 2020
MARIAN DOUCETTE | HURON PERTH PUBLIC HEALTH
The Eight-Second Attention Span

You Now Have a Shorter Attention Span Than a Goldfish
Social Media is saturated with IMAGES

- 63% of social media is images
- 66% of updates are visual content
- 50% of users re-post images found online
- 54% post original photos/videos they created

Stats: contentmarketinginstitute.com/2015/11/visual-content-strategy/
IMAGES are liked & shared more

- infographics: 3x more than other types of content
- 58% of social media content is visual
- 150% more retweets if tweet contains image
- 2.3x more engagement if Facebook post has image

Stats: hubspot.com/marketing/visual-content-marketing-strategy January 3, 2017
Images are vital to online success...

• 94%

• Content with relevant images get 94% more views than social posts without

• 94% equates to almost double the views, and the boost is noticed across all topics & categories

• Content with images also get more shares

Stats: Katie Harbath | Global Politics and Government Outreach for Facebook | April 2016
Getting started...

1. Set goals

2. Identify Call to Action (CTA)
   - Brand awareness
   - Deepen relationship with community

3. Content is unmistakably you
Unmistakably ParticipACTION...

Me after 15 minutes of physical activity

Happy Better

Examples: facebook.com/ParticipACTION page
Make it visual...

Examples: Charlotte Mecklenburg Library and London Public Library Facebook pages
Where to look for images...

- Original photos/graphics ideal
- **The Noun Project** [thenounproject.com]
- **Unsplash** [unsplash.com]
- **Pixabay** [pixabay.com]
- **StockSnap.io** [stocksnap.io]
- Creative Commons image search
Keep in mind...

Choose images that attract attention & are appropriate to your content. Observe the following:

- **Copyright** – make sure you have permission to use image

- **Licensing** – can you use the image on the web, or for print only

- **Lens** – does the image pass any applicable lens
Communicate in an instant...
Communicate in an instant...

Canadian winter is no joke! The risk of frostbite increases rapidly when wind chill values go below -27°C. Learn the signs of frostbite & when to seek medical attention: [link]

Sample post: Healthy Canadians Facebook
Keep in mind...

Any special lens’ that might apply to your workplace, project or campaign.
Keep in mind...

Choose images that attract attention & are appropriate to your content. Observe the following:

• **Sensitivity** – consider the subject (if local) do they want to be the “poster child” for the topic
Basic design principles

WHAT YOU NEED TO KNOW
The Non-Designer’s Design Book

by Robin Williams
Some design principles...

- Contrast
- Repetition
- Alignment
- Proximity
- Proportion
Contrast...
Contrast...
Repetition...

Always stay well behind a working snow plow

Winter driving tips for Ontario drivers
Slow down. Stay alert. Stay in control.

Stay alert, slow down and stay in control
Drive according to road and weather conditions.
Repetition...
Alignment...

Good

Our eye is trained to read from left to right (at least in Western countries). Avoid the urge to centre all of your text! Make sure that other elements on the page are aligned as well.

Bad

Our eye is trained to read from left to right (at least in Western countries). Avoid the urge to centre all of your text! Make sure that other elements on the page are aligned as well.
Alignment...

Don’t just throw things on a page where there happens to be space.
Proximity...

**Good**

**Heading 1**
This text goes with Heading 1.

**Heading 2**
This text goes with Heading 2.

**Bad**

**Heading 1**
This text goes with Heading 1.

**Heading 2**
This text goes with Heading 2.
Proximity...

• Group items that are related to each other in closer proximity.

• Separate items that are not directly related to each other.

• Don’t be afraid of blank space.
Proportion...
Proportion...

TPL Reading Challenge 2020

Put a Sock on It ‘Sauga

Socks are the most requested item at shelters and the least donated. Clean dry socks are important to healthy feet.

The Library

OLA Super Conference 2020
Colour...
Quick Colour Guide...

<table>
<thead>
<tr>
<th>RED</th>
<th>ORANGE</th>
<th>YELLOW</th>
<th>GREEN</th>
<th>BLUE</th>
<th>PURPLE</th>
</tr>
</thead>
<tbody>
<tr>
<td>power</td>
<td>comfort</td>
<td>happiness</td>
<td>health</td>
<td>Dark blue:</td>
<td>luxury</td>
</tr>
<tr>
<td>energy</td>
<td>warmth</td>
<td>joy</td>
<td>nature</td>
<td>trust, dignity,</td>
<td>royalty</td>
</tr>
<tr>
<td>vitality</td>
<td>youth</td>
<td>curiosity</td>
<td>organic</td>
<td>authority</td>
<td>nobility</td>
</tr>
<tr>
<td>love</td>
<td>energy</td>
<td>playfulness</td>
<td>morality</td>
<td></td>
<td>magic</td>
</tr>
<tr>
<td>seduction</td>
<td>creativity</td>
<td>frustration</td>
<td>ethics</td>
<td></td>
<td>spirituality</td>
</tr>
<tr>
<td>violence</td>
<td>cheer</td>
<td>irritation</td>
<td>freshness</td>
<td></td>
<td>supernatural</td>
</tr>
<tr>
<td>anger</td>
<td>excitement</td>
<td>cautionary</td>
<td>financial</td>
<td></td>
<td></td>
</tr>
<tr>
<td>danger</td>
<td>affordability</td>
<td>illness</td>
<td>stability</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>affluence</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>greed</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>jealousy</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

OLA Super Conference 2020
Additive Colour...

Created by mixing a number of different light colours with Red, Green & Blue.
Hex Codes...

Hexadecimal codes are six-digit web colour codes.

- **Golden Leaf**
  - R = 213
  - G = 159
  - B = 15
  - Hex Code: #D59F0F

- **Deep Blue**
  - R = 0
  - G = 70
  - B = 127
  - Hex Code: #00467F
Social Media Hex Codes...

**Facebook Blue**
Hex: #3b5998  
RGB: 59, 89, 152
More Facebook colours

**Twitter Blue**
Hex: #00aced  
RGB: 0, 172, 237
More Twitter colours

**Google+ Red**
Hex: #dd4b39  
RGB: 221, 75, 57

**YouTube Red**
Hex: #b00000  
RGB: 187, 0, 0

**LinkedIn Blue**
Hex: #007bb5  
RGB: 0, 123, 181

**Instagram Blue**
Hex: #125688  
RGB: 18, 86, 136
More Instagram colours

**WhatsApp Green**
Hex: #4dc247  
RGB: 77, 194, 71

**Pinterest Red**
Hex: #cb2027  
RGB: 203, 32, 39
Consider your colour blind audience:

• Avoid the following colour combinations:
  • green & red | green & brown | blue & purple | green & blue |
  • light green & yellow | blue & grey | green & grey | green & black

• Make it monochrome (use various shades of single colour)
Colour Crimes...

Use any of the following:

• high **contrast** (hue, saturation & brightness)

• **thicker lines** (if a line of colour is too thin, it won’t show up)

• **textures** in addition to colour to differentiate between objects (good for maps & infographics)
Colour Contrast Checker...

Meet AODA guidelines and check contrast ration of foreground and background colours. Ratios must be:

- At least 4.5:1 for normal text
- 3:1 for large text
- Test at: webaim.org/resources/contrastchecker
Colour Tools...

Use online colour tools to find the perfect colour palette for your project

• Color palette generator | upload photo & select hues
• Color palettes | type colour, theme or keyword
• Color wheel | use hex code to locate combinations
• Test at: canva.com/colors
Colour Wheel...

Tool provides hex codes for following colour combinations:

- Complementary (2 colours)
- Monochromatic (3 shades)
- Analogous (3 colours side by side)
- Triadic (3 colours contrasted)
- Tetradic (4 colours bold, accents)
Colour Palette Generator...

The easiest way to get colours from your photos.

Alternative tools:
• Paletton.com
• Colormind.io
## Typography...

<table>
<thead>
<tr>
<th><strong>SERIF</strong></th>
<th><strong>SANS-SERIF</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Garamond</td>
<td>Calibri</td>
</tr>
<tr>
<td>Baskerville</td>
<td>Franklin Gothic</td>
</tr>
<tr>
<td><strong>Rockwell</strong></td>
<td>Century Gothic</td>
</tr>
<tr>
<td>Times New Roman</td>
<td>Arial</td>
</tr>
</tbody>
</table>
Typography 101...

GENERALLY DISLIKED

Comic Sans
Papyrus
Hobo Std
Brush Script

GENERALLY LIKED

Arial
Verdana
Times New Roman
Myriad Pro
Garamond
Type Crimes...

- **BOLD, ITALIC, UNDERLINED CAPS**

- **TYPING IN ALL CAPS HAS LOW LEGIBILITY AND LOOKS LIKE SOMEONE IS SHOUTING**

- Underlining for emphasis looks amateur (and looks like a hyperlink on the web)
Facebook 20% rule...

Focus on simple, high-quality images, straightforward messages & minimal text

• Facebook favours 20% rule in graphics

• Facebook text overlay tool
  [www.social-contests.com/check-image]

8 squares containing text | 32% of image text
DIY design...

• **Canva**
  • Australian start-up, launched 2013
  • Free & paid accounts
  • Used to design social media messages | profile & cover images
Canva benefits...

- Templates
- Eliminates scary blank page
- Available on iPad, iPhone & desktop
Canva for work...

• Approximately $10-12/month/user
• Available to save brand colours & templates
• Sharable files with team
• Magic resize
Quick Guide to Canva...

1. Create an account | www.canva.com
2. Pick type of design or use custom dimensions
   i. Social Media
   ii. Facebook Post
   iii. Facebook Cover Photo (851 pixels x 315 pixels)
3. Search for inspiration | use category folders or keyword
Canva | Grids and images...

Grids can be used to hold any images & allow for easy resizing & manipulation of images.
Don’t want to start from scratch? Choose one of many designed layouts created for each design type.

NOTE: Check for up-to-date listing of size requirements for social media.
Canva | Text...

- Choose from header, subtitle, or body text boxes & adjust font & size to complement your design.
- Default font & size can be changed, if you regularly use same fonts.
- Choose a text box to frame the text of your design.
Canva | Backgrounds...

Choose a colour or Canva background.
Canva | Uploads...

Upload your own images.
Canva | Helpful hints...

Download your design as a PDF or image.

Share your design using email or using a link. Or set up a team.

Download
- Image: for Web ( JPG)
- Image: high quality (PNG)
- PDF: standard
- PDF: for print

Share
- Post
- Tweet

Email
One or more email addresses
Send

Share/email as an editable design

Link: https://www.canva.com/design/DABnLwHAXhU/...
Facebook image checker...

Facebook text to image ratio requirements (20% or less texts).

• social-contests.com/check-image
Other DIY design tools...

- **Piktochart** [piktochart.com]
  - Free & paid accounts
  - Create professional grade infographics
  - HTML publishing capabilities for interactivity
  - 8 free templates | 100s for paid users
Other DIY design tools...

• **Easel.ly** [easel.ly]
  • Free & paid accounts
  • Easy platform to use | works in many browsers
  • Limited to infographics & specific themes
Other DIY design tools...

- **Snappa** [snappa.com]
  - Free & paid accounts
  - Easy platform to use | works in many browsers
  - 5,000+ templates | 3 downloads per month (free)
  - Royalty-free photo library available
Graphic trends for 2020...

To keep your content & offerings fresh & appealing, you need to be aware of:

• **Social media image & video sizes 2020**
  [makeawebsitehub.com/social-media-image-sizes-cheat-sheet]

• **Pantone color of the year** [classic blue]

• **Graphic design trends**
  [creativeinsights.gettyimages.com]
Graphic trends for 2020...

• **Muted colour palettes**
  • Can easily refresh & update graphics
  • Effective trend applied to headers & images

• **Minimalism**
  • Predicted to take over social media in 2020
  • Create clean graphics focusing on white space
Graphic trends for 2020...

• **Bold typography**
  • Incorporate bold sans-serif fonts to modernize designs
  • Heavy but simple fonts | eye-catching
  • Fonts to try include:
    • Poppins bold | Roboto ultra-bold | Barlow extra-bold

• **Abstract & Dreamy illustrations**
  • Opposite of realistic illustrations | exaggerated proportions & unusual color combinations
Graphic trends for 2020...

• **Asymmetrical layout**
  • Purposely allow design to feel “unfinished” | lack of symmetry
  • Align most elements either to right or left & create moment of tension

• **Fluid shapes**
  • Organic shapes | circles, ovals, rounded rectangles
    • Rounding corners of any shape will give fluid shape
Questions...
Marian Doucette
Online Communications Coordinator
Huron Perth Public Health
mdoucette@hpph.ca | 888.221.2133 x2305 | @iNeedArts