Creating Social Media Graphics: without a graphics designer

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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
Where to look...

- 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
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...
## 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>Bright blue:</td>
<td>spirituality</td>
</tr>
<tr>
<td>violence</td>
<td>cheer</td>
<td>irritation</td>
<td>freshness</td>
<td>cleanliness,</td>
<td>supernatural</td>
</tr>
<tr>
<td>anger</td>
<td>excitement</td>
<td>cautionary</td>
<td>financial</td>
<td>strength,</td>
<td></td>
</tr>
<tr>
<td>danger</td>
<td>affordability</td>
<td>illness</td>
<td>stability</td>
<td>dependability</td>
<td></td>
</tr>
<tr>
<td>adventure</td>
<td></td>
<td></td>
<td>affluence</td>
<td></td>
<td>Light blue:</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>greed</td>
<td></td>
<td>peace, serenity,</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>jealousy</td>
<td></td>
<td>spirituality,</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>friendliness</td>
</tr>
</tbody>
</table>
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.

R = 213  
G = 159  
B = 15  
Hex Code  
# D59F0F

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
Colour Crimes...

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 ratio 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
## Typography...

<table>
<thead>
<tr>
<th>SERIF</th>
<th>SANS-SERIF</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...

<table>
<thead>
<tr>
<th>GENERALLY DISLIKED</th>
<th>GENERALLY LIKED</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Comic Sans</strong></td>
<td><strong>Arial</strong></td>
</tr>
<tr>
<td><strong>Papyrus</strong></td>
<td><strong>Verdana</strong></td>
</tr>
<tr>
<td><strong>Hobo Std</strong></td>
<td><strong>Times New Roman</strong></td>
</tr>
<tr>
<td><strong>Brush Script</strong></td>
<td><strong>Myriad Pro</strong></td>
</tr>
<tr>
<td></td>
<td><strong>Garamond</strong></td>
</tr>
</tbody>
</table>
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)
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
Beautiful design in 60 seconds...
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.
Canva | Templates...

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.

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

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

- Share:
  - Post
  - Tweet

Email

One or more email addresses

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
Questions...
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