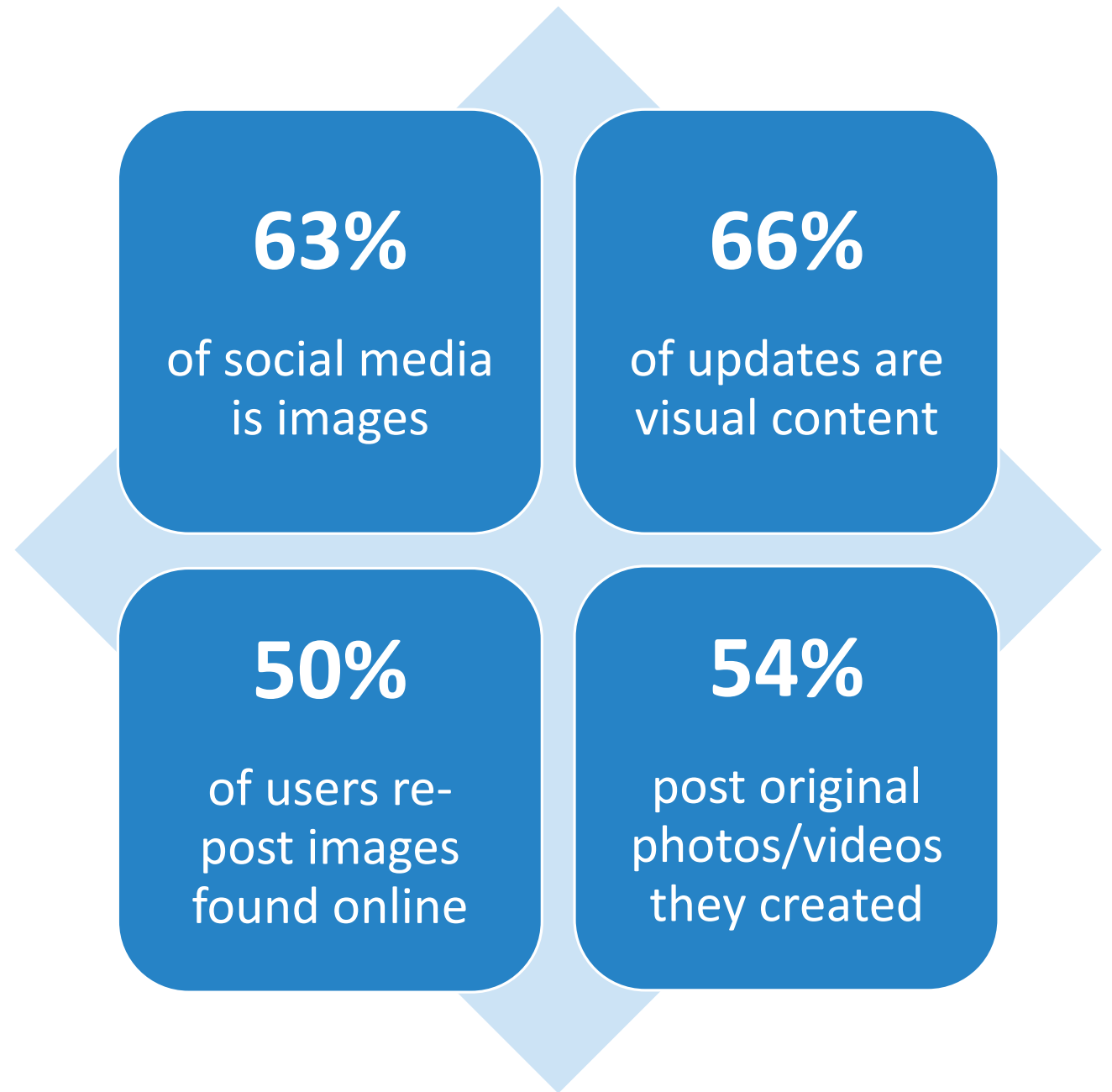# Creating Social Media Graphics: without a graphics designer

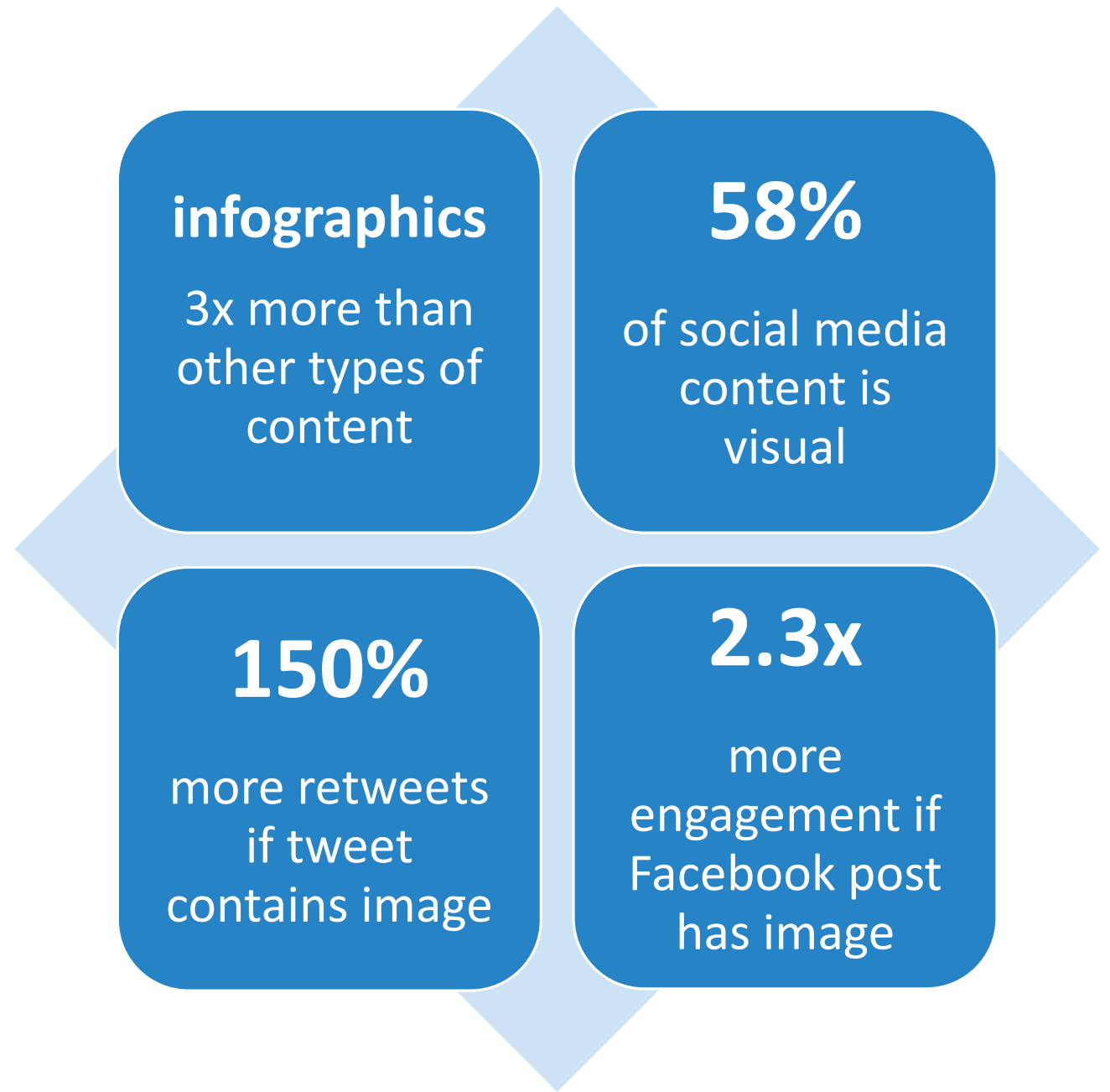OALT/ABO 44TH ANNUAL CONFERENCE| 12 MAY 2017

MARIAN DOUCETTE | HURON COUNTY HEALTH UNIT

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

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
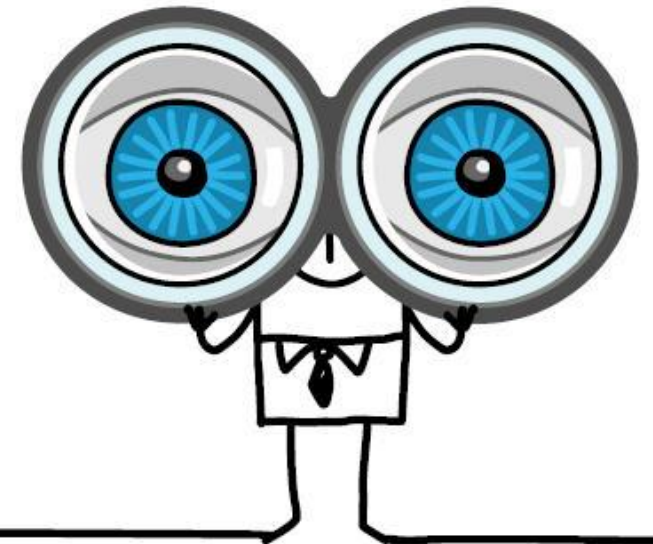
Keep in mind…

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
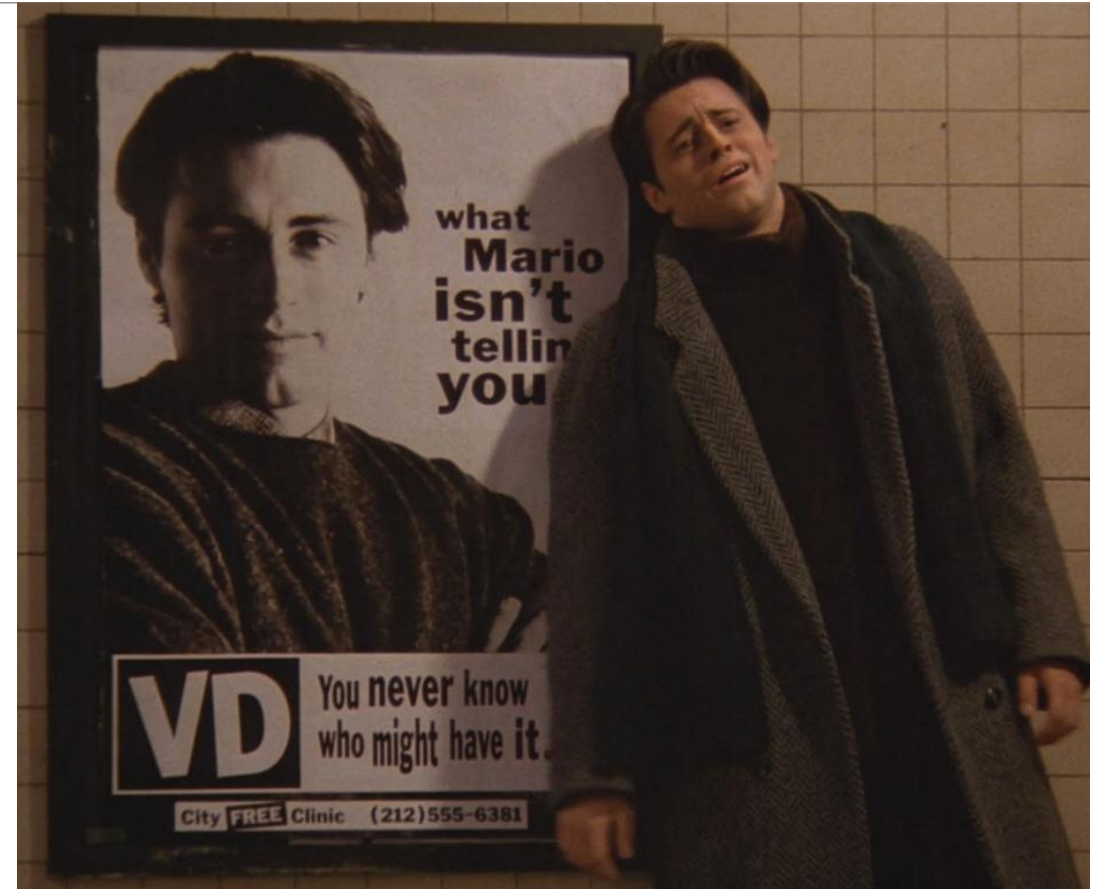
Friends Season 1 Episode 9 | "The One Where Underdog Gets Away"
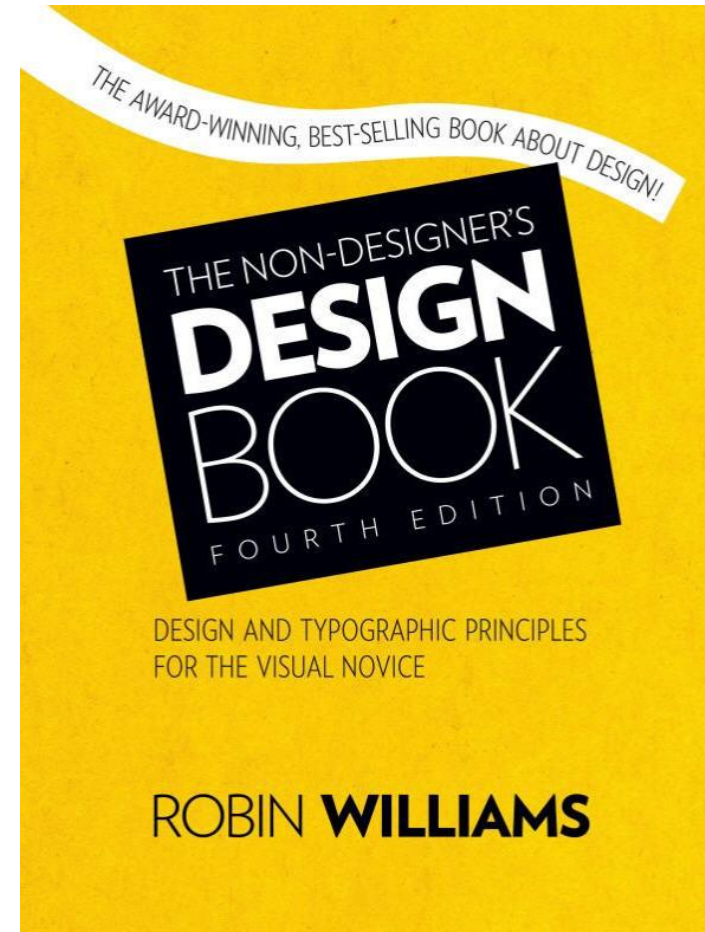
Basic design principles

WHAT YOU NEED TO KNOW

The Non-Designer's Design Book

by Robin Williams

THE AWARD-WINNING, BEST-SELLING BOOK ABOUT DESIGN!

THE NON-DESIGNER'S
DESIGN
BOOK
FOURTH EDITION

DESIGN AND TYPOGRAPHIC PRINCIPLES
FOR THE VISUAL NOVICE

ROBIN **WILLIAMS**

Some design principles…

- **C**ontrast
- **R**epetition
- **A**lignment
- **P**roximity
- **P**roportion

Contrast…

Contrast…

Repetition…

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.
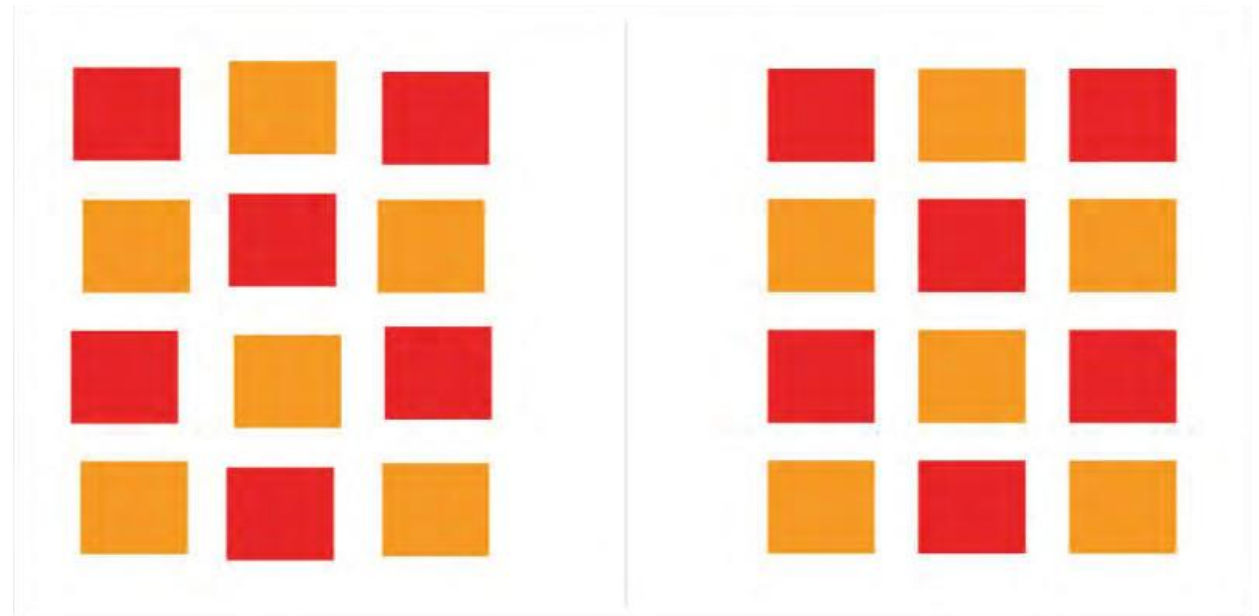
Bad

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.
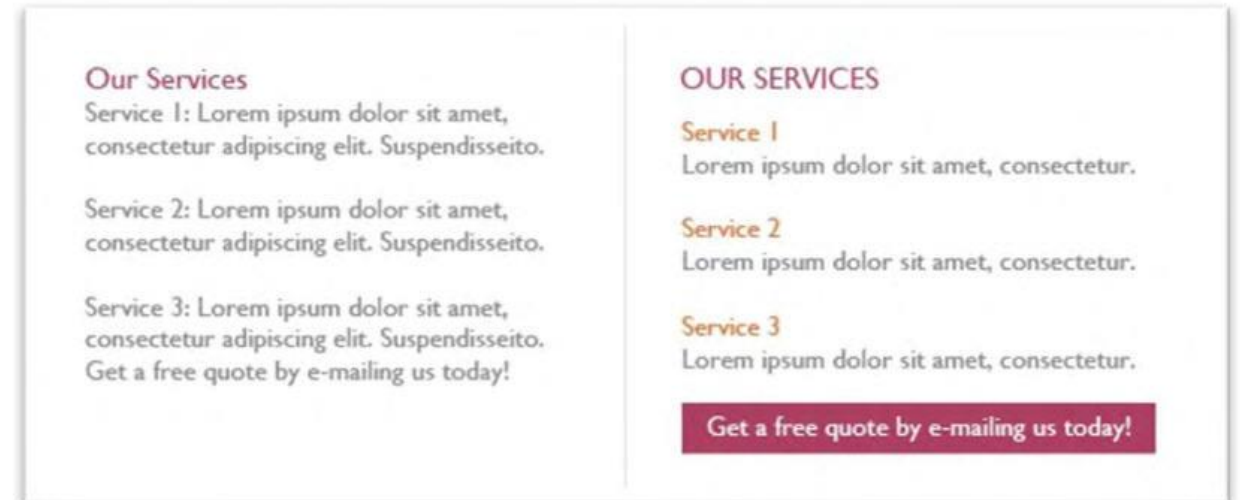
Bad

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…

| RED	ORANGE	YELLOW	GREEN	BLUE	PURPLE
power	comfort	happiness	health	Dark blue:	luxury
energy	warmth	joy	nature	trust, dignity,	royalty
vitality	youth	curiosity	organic	authority	nobility
love	energy	playfulness	morality		magic
seduction	creativity	frustration	ethics	Bright blue:	spirituality
violence	cheer	irritation	freshness	cleanliness,	supernatural
anger	excitement	cautionary	financial	strength,	
danger	affordability	illness	stability	dependability	
adventure			affluence		
			greed	Light blue:	
			jealousy	peace, serenity,	
				spirituality,	
				friendliness	

Additive Colour…

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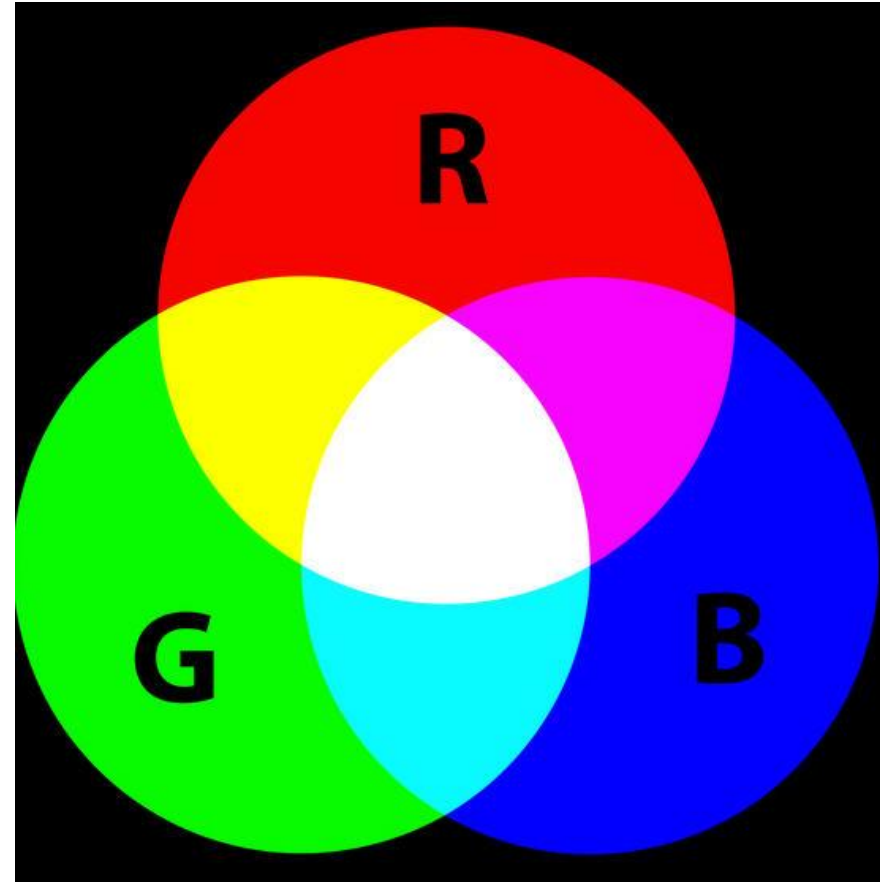
Hex Codes…

Hexadecimal codes are six-digit web colour codes.
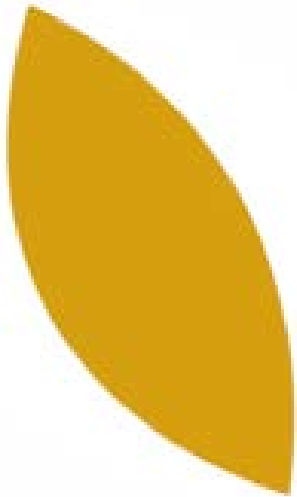
R = 213
G = 159
B = 15

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: #bb0000
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 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**

Typography...

SERIF

Garamond

Baskerville

Rockwell

Times New Roman

SANS-SERIF

Calibri

Franklin Gothic

Century Gothic

Arial

Typography 101...

GENERALLY DISLIKED

Comic Sans

Papyrus

Hobo Std

Brush Script

GENERALLY LIKED

Arial

Verdana

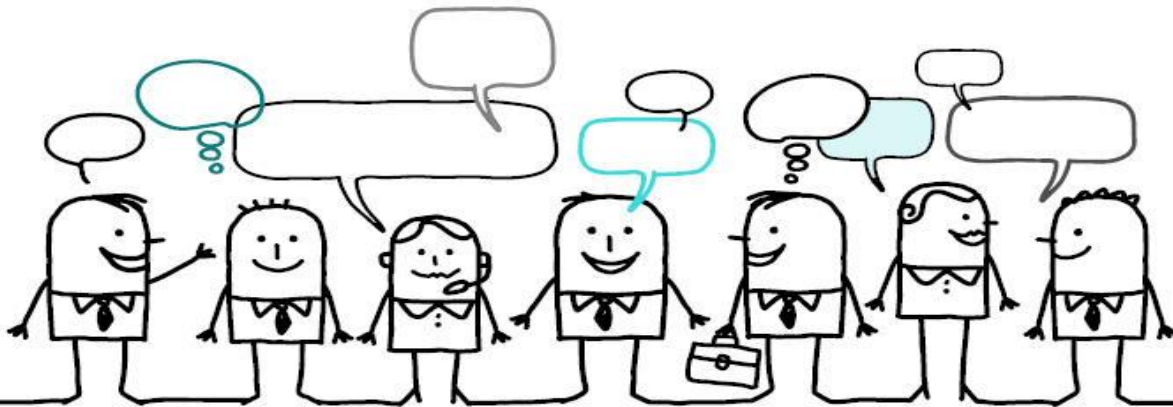Times New Roman

Myriad Pro

Garamond

Type Crimes…

- ***<u>BOLD, ITALIC, UNDERLINED CAPS</u>***

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

- <u>Underlining for emphasis looks amateur (and looks like a hyperlink on the web)</u>

DIY design…

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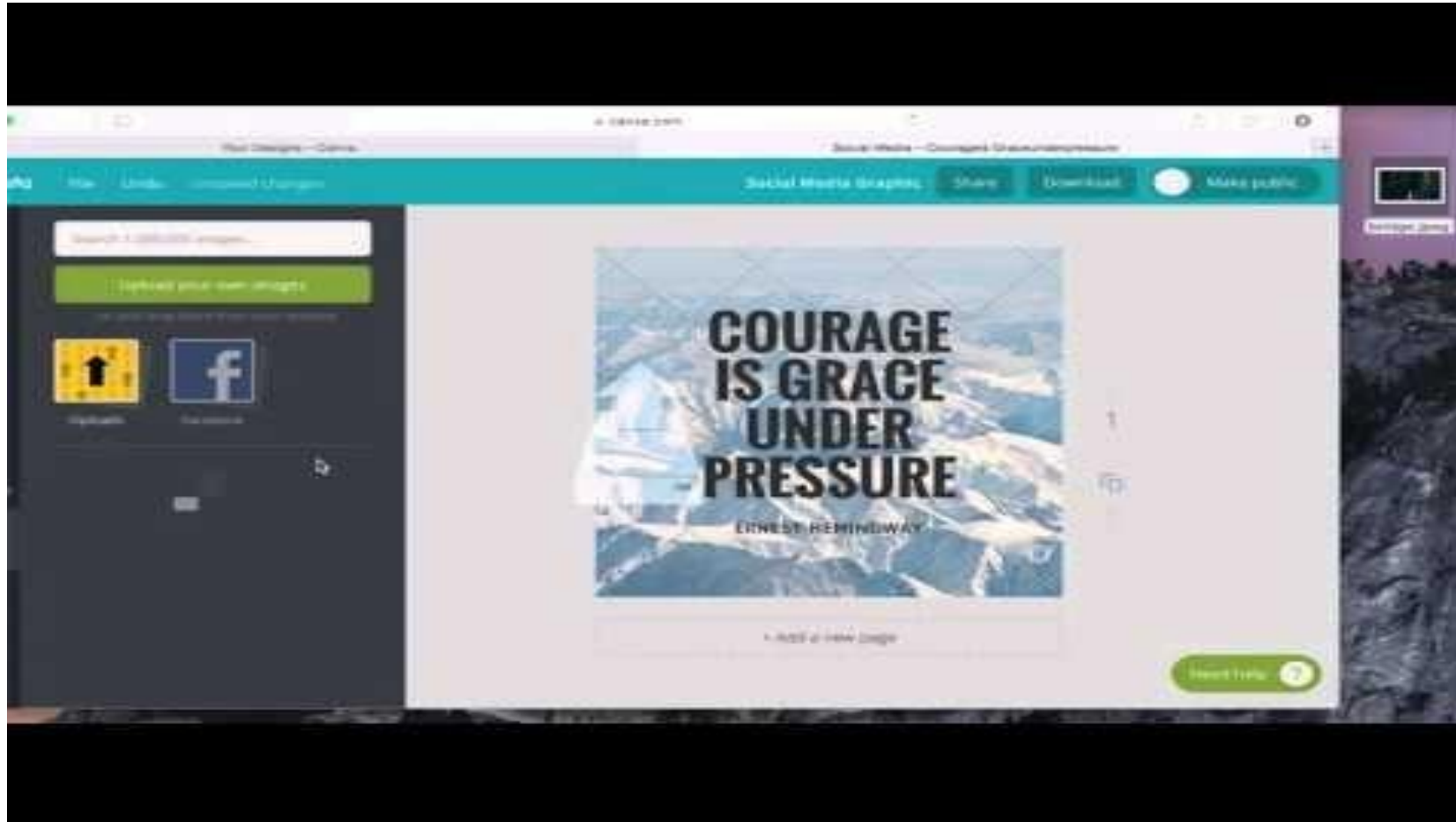 - Used to design social media messages | profile & cover images

Canva benefits…

- Templates

- Eliminates scary blank page

- Available on iPad, iPhone & desktop

Beautiful design in 60 seconds…
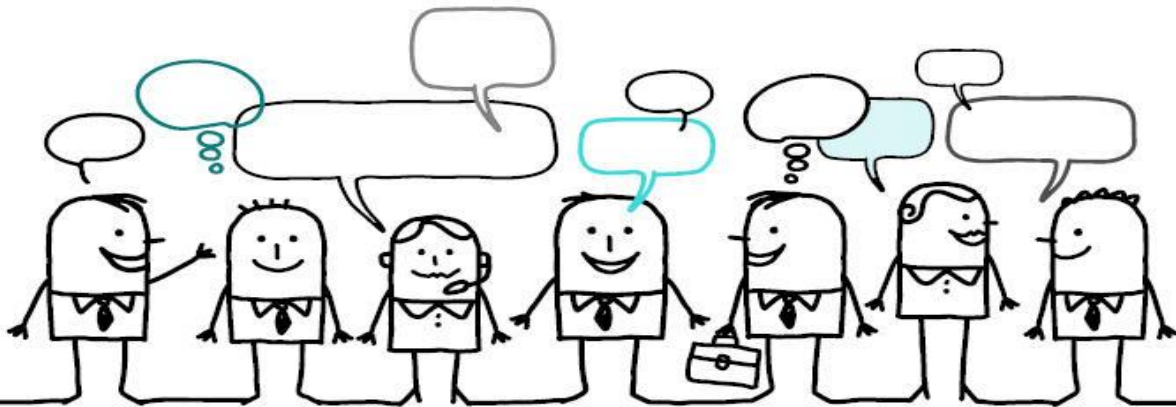
Canva for work...

- 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)
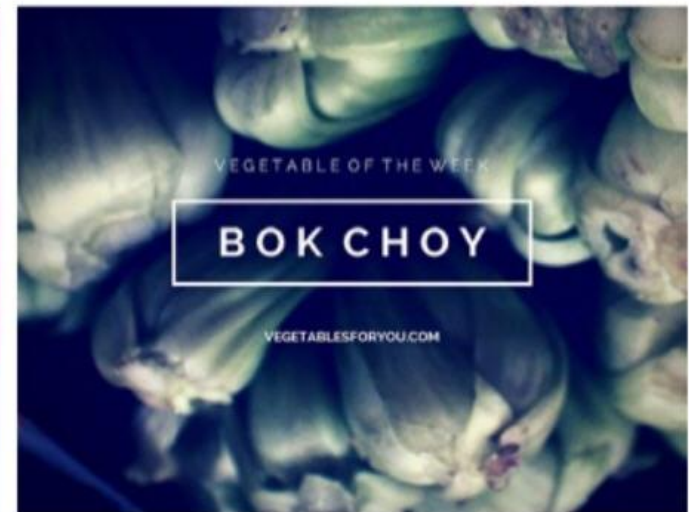3. Search for inspiration | use category folders or keyword

Canva | Grids and images…

Grids can be used to hold any images & allow for easy resizing & manipulation of images.
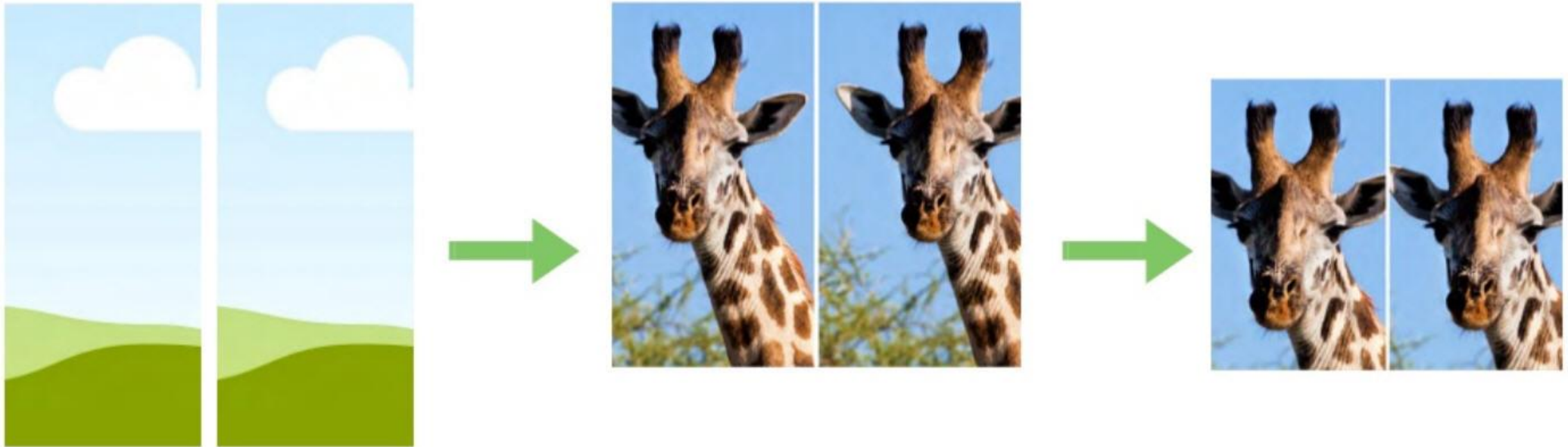
Canva | Templates…

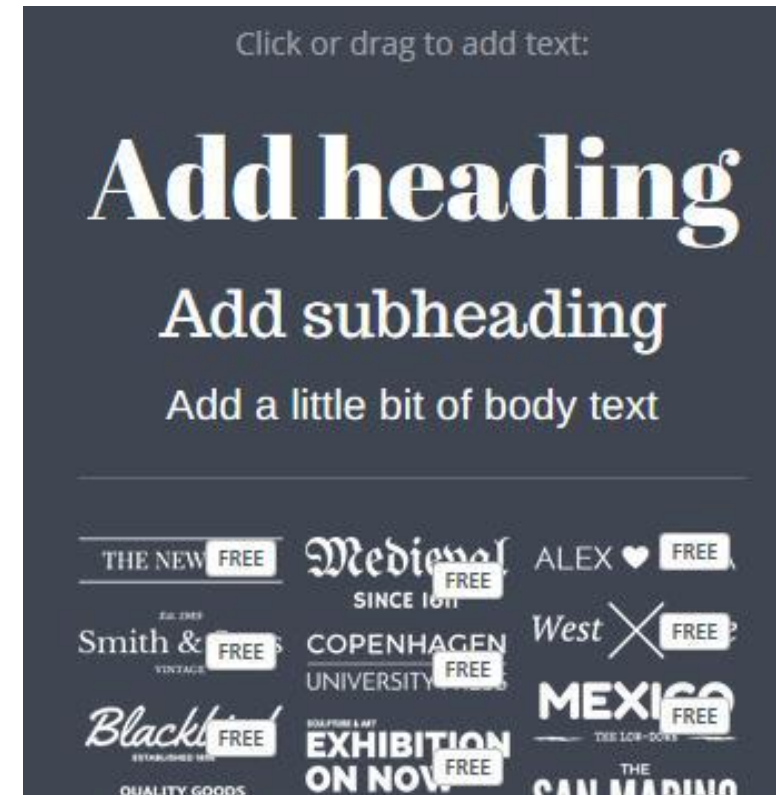Don't want to start from scratch? Choose one of many designed layouts created for each design type.

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.

Click or drag to add text:

Add heading

Add subheading

Add a little bit of body text

THE NEW FREE   Medieval FREE   ALEX ♥ FREE
            SINCE 1011

Smith & FREE   COPENHAGEN FREE   West FREE
VINTAGE   UNIVERSITY

Black FREE   EXHIBITION FREE   MEXICO FREE
ESTABLISHED   ON NOW   THE
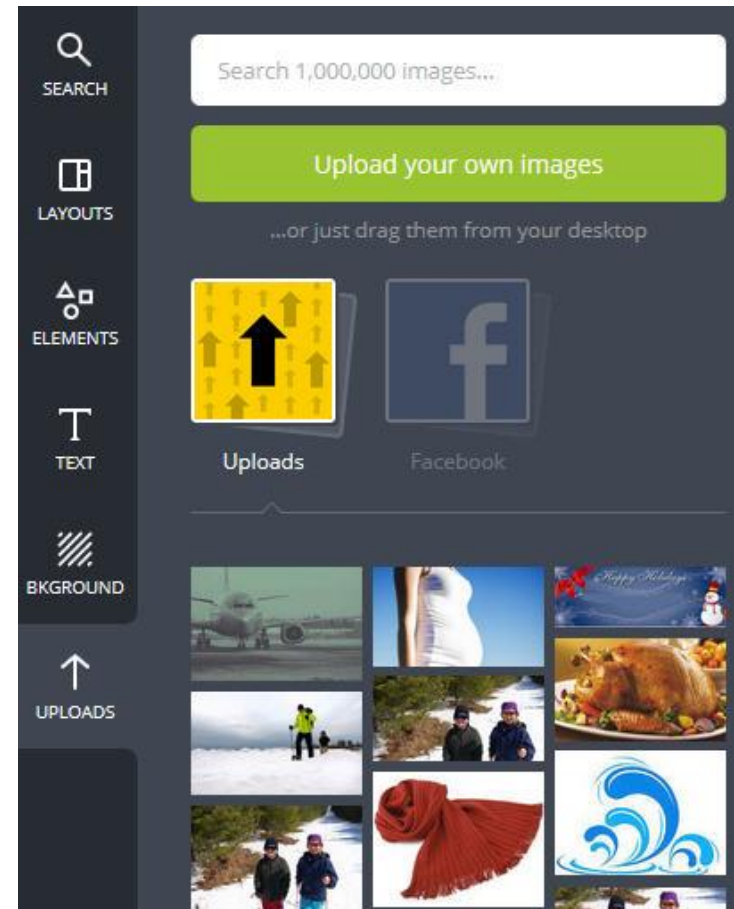QUALITY GOODS   SAN MARINO

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.

Facebook image checker…

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

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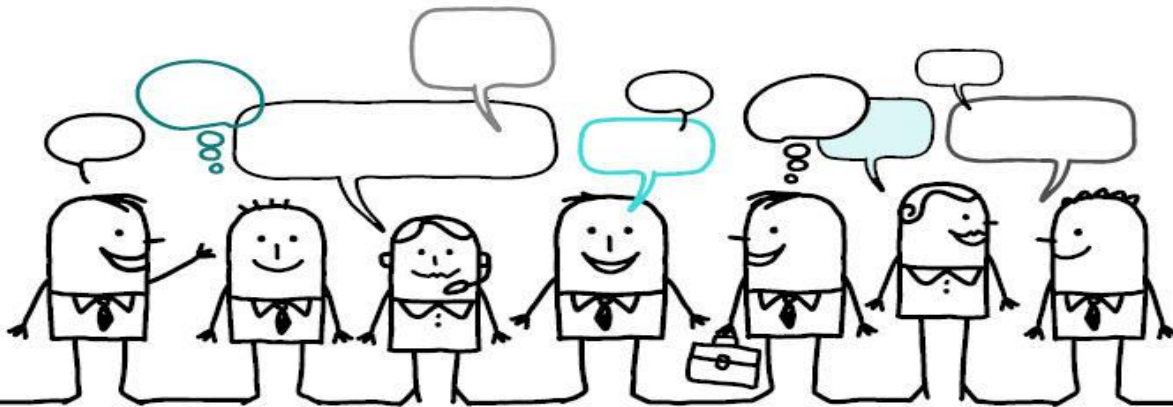
Other DIY design tools…

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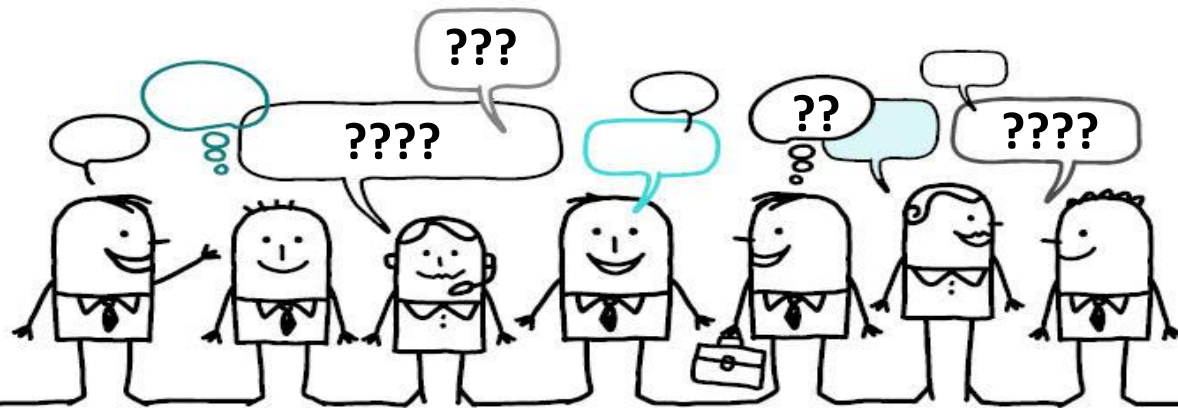 - 8 free templates | 100s for paid users
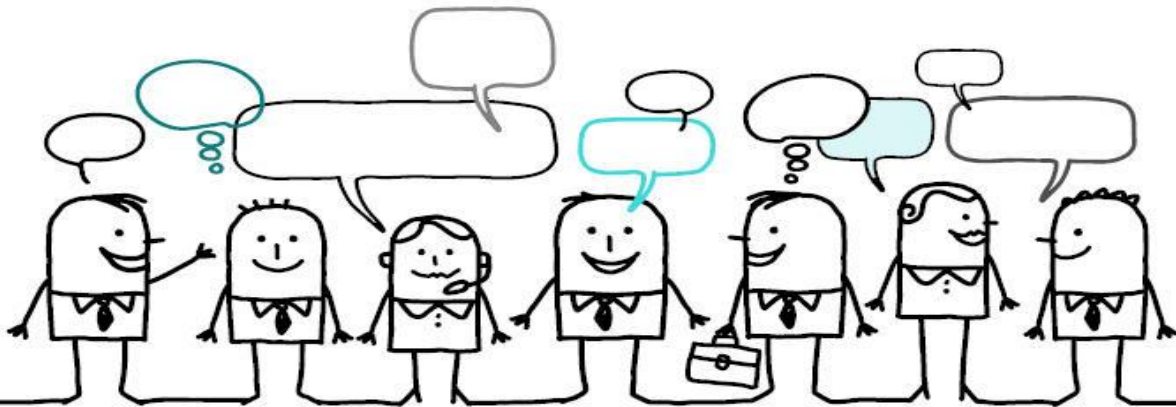
Other DIY design tools…

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

Questions…

Marian Doucette

Online Communications Coordinator
Huron County Health Unit
mdoucette@huroncounty.ca | 519.482.3416 x2305 | @iNeedArts