

Creating social media graphics



Jake Solyst

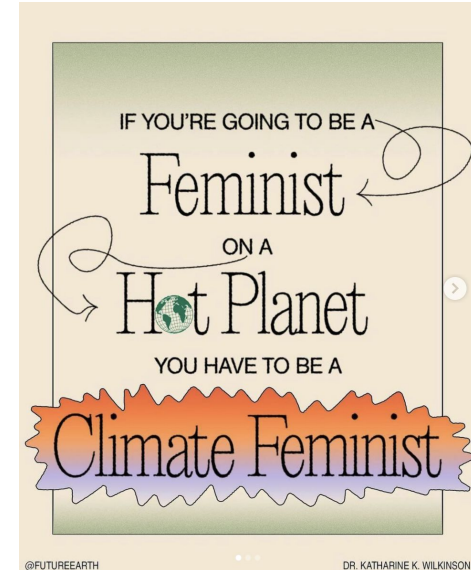
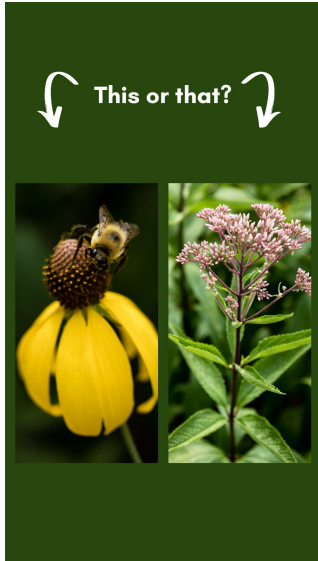
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Today's agenda



Today you will learn about my process for planning and designing social content as well as some best practices.



You don't need to be an artist to do graphic design



Giphy.com

Step 1: Choose your goal



Communications goal

- Event sign ups
- Message promotion
- Donations
- Brand awareness

Social goal

- Shares
- Comments
- Likes
- Follower increase



Step 2: Assess your resources



- What tools do you have available to you?
- What staff abilities do you have?
- What visual content do you have? (photos, elements, icons)

Step 3: Choose your channel



- Facebook post
 - ◆ (1,080 x 1,350 pixels)
- Twitter post
 - ◆ (1200px X 675px)
- Instagram post/carousel
 - ◆ (1080 X 1080)
- Instagram/Facebook story
 - ◆ (1080px by 1920px)



Step 4: Find your inspiration




- Pinterest
- Design websites
 - ◆ Theinspirationgrid.com
 - ◆ designspiration.com/
- Social channels
 - ◆ [@chicksforclimatechange](#)
 - ◆ [@baltmag](#)



Giphy.com


Step 5: Select an approach



**Chesapeake Bay Program**
Published by Jake Solyst · August 21 at 9:00 AM · 🌐

A high number of crops grown across the Chesapeake Bay watershed depend on honeybee pollination, making this insect critical to both farmers and everyday consumers.
[#HoneybeeAppreciationDay](#)

Close to **one-third of all food** Americans eat is benefited by honey bee pollination.





3,097
People Reached

213
Engagements

↑ +3.2x Higher
Distribution Score

Boost Post

 102

1 Comment 45 Shares

**Chesapeake Bay Program**
Published by Jake Solyst · August 2 at 9:00 AM · 🌐

Million dollar questions here. What do you prefer, blue crabs or oysters? 🦀🐚



1,650
People Reached

211
Engagements

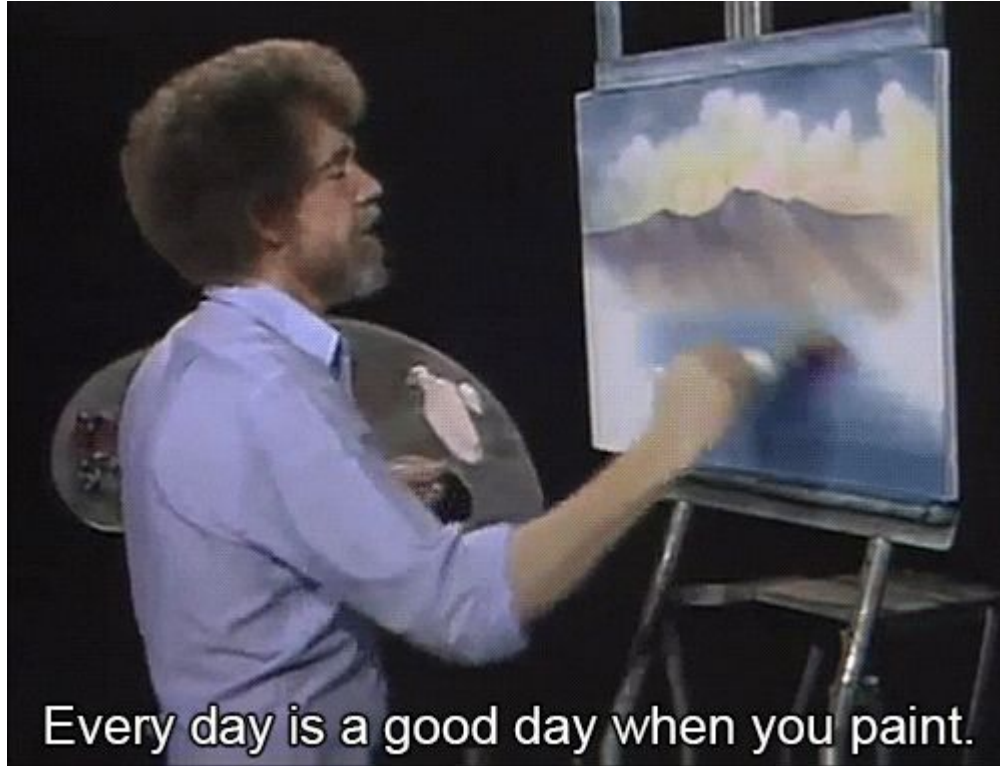
↑ +1.6x Higher
Distribution Score

Boost Post

 41

47 Comments 3 Shares

Step 7: Design!



Every day is a good day when you paint.

Social design tips #1: Information Hierarchy



Primary text



BIKING

Your Mountain Bike Is Probably Too Big for You

Secondary text



.....

"I don't know you. I have never seen you on any bike, much less your current shred sled, which is of course totally dialed. And I have no idea just how hard you ride. But here's the thing: I'm probably still right."

Highlight text



0

Social design tips #2: Alignment

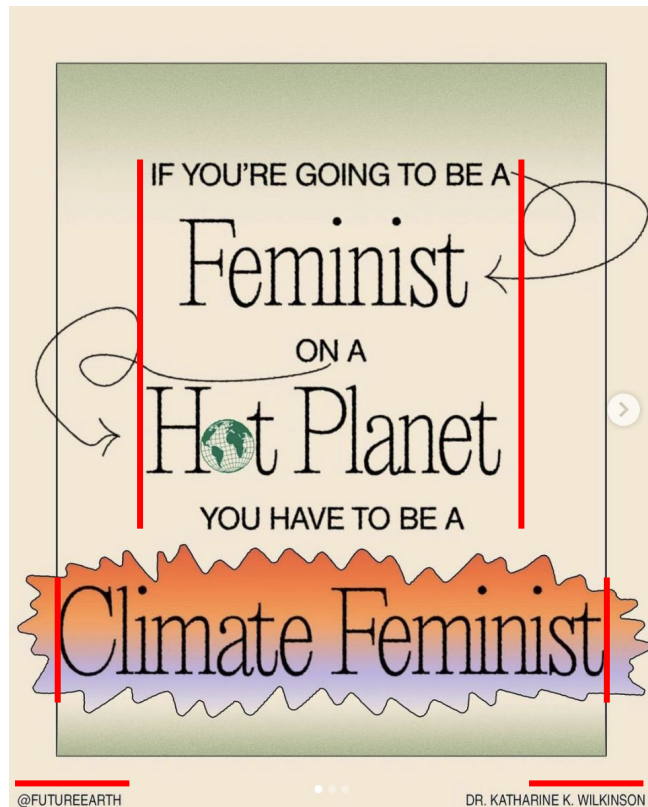


BIKING

Your Mountain Bike Is Probably Too Big for You

"I don't know you. I have never seen you on any bike, much less your current shred sled, which is of course totally dialed. And I have no idea just how hard you ride. But here's the thing: I'm probably still right."

0



Step 3: Spacing

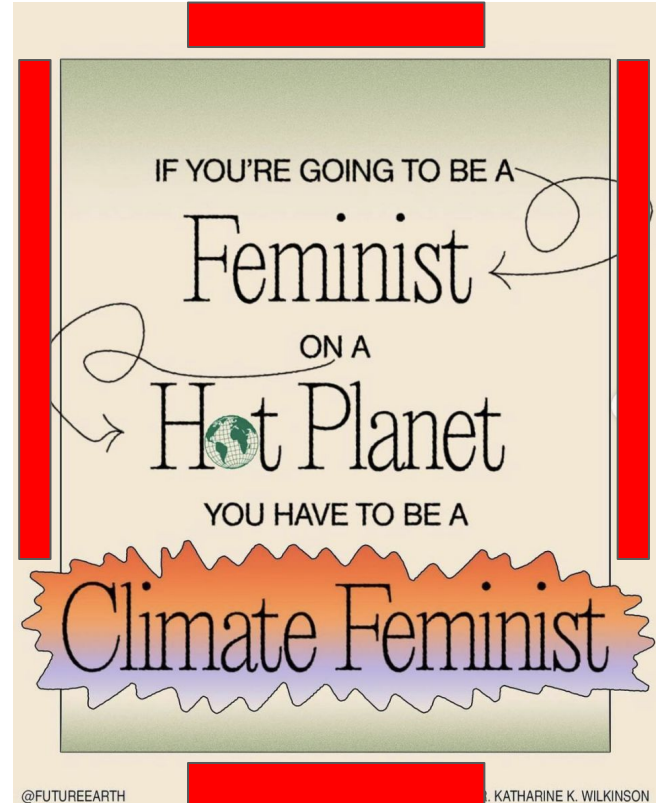


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O



Social design tips #4: Legibility



Social design tips #5: Background texture



"There are so many different talents that women can bring to our forestlands. To get those women engaged in forest management would be phenomenal."



LET'S PLAY
THIS OR THAT
CHESAPEAKE

BEACHES



Social design tips #6: Icons



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Boost Post

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47 Comments 3 Shares

**Chesapeake Bay Program**
Published by Jake Solyst · July 14 · 🌐

Happy #SharkAwarenessDay! 🦈 There are at least 12 species of sharks found in the Bay, and 5 of them are regular visitors. The lower Bay's role as a nursery area for sandbar sharks makes it the most abundant large shark population on the Atlantic coast. But populations of other shark species are limited in this area, so unprovoked attacks are incredibly rare.




3,702
People Reached

266
Engagements

↑ +3.8x Higher
Distribution Score

Boost Post

 61

3 Comments 52 Shares

Social design tips #7: Templates



Social design tips #8: Photo crops



Social design tips #9: Gradients



Let's connect!



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