

A Picture is Worth 1,000 Words

Add Visuals to Boost Engagement

94%

Did you know that digital content featuring compelling images averages 94% more total views than those without? The rise of platforms such as Pinterest and Instagram demonstrate that visual content is an increasingly important force for communication online.

But why? Different learning styles!

Scientific studies reveal that 90% of the information that the brain transmits is visual information, and humans process visuals 60,000 times faster than text.

Organizations can take advantage of this easy and cheap way to garner more engagement by sharing visual content on social media.



STRATEGIZE

In a few easy steps, you can be a visual-social media guru, ready to adapt to the ever-changing social media landscape. Before setting out with a visual strategy, be sure you assess timing. Maybe you have a campaign coming up that can use an extra boost, or a report release that lends itself to highlighting topline takeaways visually. Use opportune moments like these to test out what works best for your audiences. Set goals for what you'd like to achieve (e.g., clicks, engagement, donations) then prepare the content, create, share, and finally, analyze what went well and what you can learn from.



PREPARE THE CONTENT

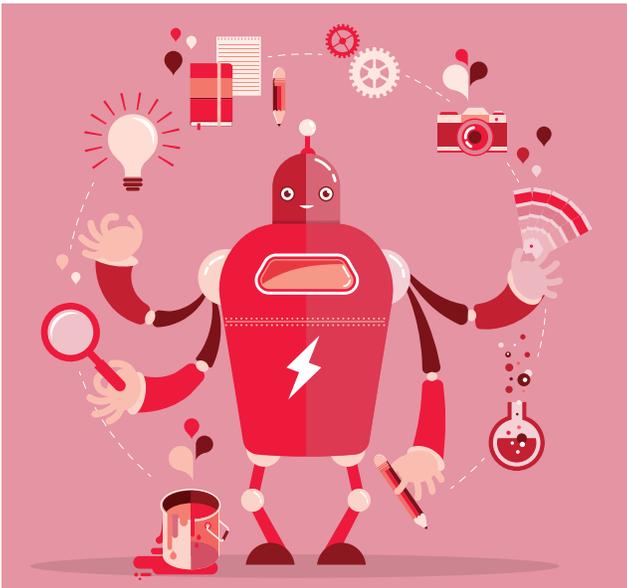
There is a variety of visual content, and these can get as DIY or as expensive as you want.

Images: Inspirational quotes, illustrations and other customized content can help your organization show off its personality.

Infographics: If your organization recently released a report or has complex data to share with its audience, infographics can be an effective way to simplify the facts. Contextualize data by using “social math” to help people comprehend the true meaning of large numbers. For example, **311 Olympic-size swimming pools** could be filled with the oil that leaked from Deepwater Horizon, which is easier for people to visualize than **4.9 million barrels!**

Photographs: Pictures are a great way to represent what your organization does, what your values are, and who you work with or for.

Video: Consider turning to video when incorporating personal stories, launching a big campaign or celebrating a milestone. The shorter the better, though: videos under 1 minute enjoy **80% viewer retention** up to the 30-second mark, while videos 2-3 minutes in length still enjoy 60% retention, and 5-10 minute videos retain about 50% of viewers at the halfway point.



CREATE

Once you have planned your content, choose from a variety of tools to help you bring it to life.

Piktochart: This interactive website includes a selection of easy-to-use infographic templates and a handy icon library, so novices don't have to create something from scratch.

Canva: An online tool that offers design templates optimized for each social media platform, includes an icon library and has a design school with free tutorials.

PicMonkey: This photo editing website enables you to easily touch up and edit photos, add text overlays, create collages and design images that are ready to share on social media.

SHARE

Each visual you create should have a future home in mind to ensure that it is effective in reaching your target audience. Use hashtags like #MotivationalMonday to spread your message to potential new members, donors or audiences.

Pinterest: Pinterest is a great place for sharing infographics and inspirational quotes, especially on issues relevant to women, with **45% of all women online** logging on to the platform.

Instagram: Increasing in popularity especially for African Americans, Hispanics and young people (more than **60% of users on Instagram** are under the age of 30), Instagram is a fun way to regularly engage your audience with simply a photo and a caption. According to Pew Research Center, **59% of members** use the platform daily.

Tumblr: This microblogging site enables users to follow, reblog and share. The platform's target audience is millennials, who are highly engaged on the site, spending a daily average of **34 minutes** browsing blogs. Animated images (GIFs), in particular, do well on this trendy platform.

YouTube: When it comes to video, YouTube is still the best place to go for easily promoting your video to a large potential audience (**81% of internet users** report visiting the site in the last month!) and optimizing your content in Google searches.

Facebook: Facebook remains the largest social network (1.79 billion **active monthly users** in 2016) and one that gets visited daily by many of its users. Albums of pictures from an event are perfect for Facebook and invites individuals to tag themselves, comment and share with their friends. It's also a good option for infographics, but make sure your imagery will stand out in a crowded newsfeed.

Twitter: On this fast-moving platform, don't expect your audience to stick around for long! Twitter is best used for quick visuals with a small amount of text. Tweets with images receive **18% more clicks**, 89% more favorites and 150% more retweets. The majority of Twitter users (**78%**) reside outside of the United States, which makes Twitter a great platform to engage international audiences.

ANALYZE AND MEASURE

Once you've launched content, track engagement such as likes, retweets and shares in order to determine which content is resonating with your audience. This will help you refine your strategy. If your audience is responding best to photographs, use this data to request budget for photographers and build your photo library. If you release a report with a successful infographic, use that data to drive future report releases, creating interactive content for your audiences.

