

# 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 to assess the timing of your post based on when your content - and the type of content that - receives the highest level of engagement. 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 to test 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.



## 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. To keep your audience engaged, optimizing your video length for each social platform is critical. According to Hubspot, Facebook videos should be no longer than one minute, while videos on Twitter should end at the 45-second mark.



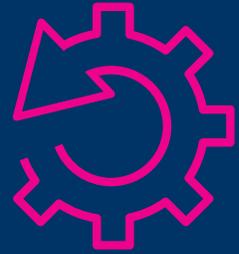
## Create

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 that novices don't have to create something from scratch.

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

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



## Share

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

**Pinterest:** Pinterest is a great place for sharing infographics and inspirational quotes, especially about issues relevant to women, with **60% 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 (1.5 billion internet users visit the site every month!) and optimizing your content in Google searches.



**Facebook:** Facebook remains the largest social network (2 billion active monthly users in 2017) 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. Facebook also is 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. Tracking will help you refine your strategy. If your audience is responding best to photographs, use this data to request budget funding 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.