

5 tips to make your visual content

POP



You might not be a designer, but it's still important to

know how to make your visuals look great

and

attract your readers' attention.

Tip # 1. Kittens rule the web



We're not really suggesting you use kittehs in everything. But we got your attention didn't we?



There are plenty of ways to make your content pop while staying true to your brand.

Here are five tips. Fur real.

Tip #1.

Use web friendly image color
and sizing.



rgb or cmyk?

Make sure you select the right one.

rgb

red

green

blue

is a color model used for online images.
Colored for monitor display.

In Photoshop be sure to adjust your
image settings.

Menu path =

Image

✓ Mode: RGB

Images originally created in Photoshop default to RGB.

cmYk



is a color model used in print, referring to the four inks used in color printing. RGB has a greater range of colors than CMYK resulting in dark dull print outs.

Images originally created in Illustrator (vector graphics) default to CMYK.

resolution

Use 72 dpi for digital use such as your website, blog, eBook, & social media.



resolution

300 dpi is standard for print.



size matters

What's the best Facebook image size?

700x700 pixels

It resizes right in various display scenarios
and expands large for a detail.

It also works great in Twitter, Pinterest and
Instagram.






Use Photoshop's view for web feature which will compress the image to ensure quick viewing on web and mobile.

Tip #2.
Less copy is more.



An image is like a billboard.

Insert a quote or headline to gain attention, not tell the whole story.
Use the photo caption to expand upon your message.



The image shows a social media post interface. At the top, there are buttons for 'Pin it' (with a count of 2), 'Like' (with a count of 2), 'Website', 'Send', and a share icon. The main content is a square image with a teal background, white clouds, and a red heart-shaped balloon. The text 'Social Media Love' is written in a handwritten font over the clouds. Below the image is a link: 'Visit brandswithfansblog.fandommarketing.com'. At the bottom, there is a user profile for 'Melonie Gallegos' (20 weeks ago) with a small profile picture. The caption reads: 'Social Media Love In celebration of Social Media Day June 30 we are sharing why we love social media all week on our blog. You could win an Islands giftcard. Double click.'

Use a call to action button in images that **are hot linked**. Such as banner ads.

ing shopping deals, special
a sure your promotion on Black

exclusive merchandise only
ion to try to convey to your
promotions to be the primary focus
f how you can get this message

promoted this holiday season
ld them to their shopping cart. You

o piqué the interest of those who
their own wish lists and share great
ard with Holiday Gift Guide
sive promo code or offer to this

interest which was the only way
efore it became available through

CATEGORIES

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We Help Brands Share The Love

SOCIAL STRATEGY COMMUNITY BUILDING CONTENT MARKETING

Visit Us

Social media marketing services.

fandom + marketing

A black arrow points to the red 'Visit Us' button.



Do not use call to action buttons in social media images.

Facebook, Twitter, and Instagram photos are not hot linked so buttons make no sense to the viewer.

In addition, Instagram does not hotlink caption text.

Tip #3. When it comes to
image selection,
boring is bad.





Put a little effort into it.



Avoid obvious clichés that everyone sees when choosing stock photography and taglines.

Got design?





Be original.

authenticity is key

For engaging audiences in social media, use original photography from the store, factory floor, of customers, events and employees.

Not this. 



Tip #4. Use the right tools.



Adobe Photoshop

A full-fledged professional level editing tool
but can be pricey.



Adobe Photoshop Elements

A simplified version that is enough for most design tasks. It's also cheaper and easier too.



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Gimp

A Photoshop-esque tool with an even better price tag. The user experience and features are not as great as Photoshop or Elements.



Free

mobile photo editing apps

Pic Collage

Multiple photos into a single image, text, stickers and filters. FREE



Over

Quality photo overlay, artwork for memes.



Photo Collage

Multiple photos into a single image, frames in fun shapes. FREE



Great for Instagram, Facebook, Twitter, Pinterest, and Tumblr sharing.

Tip #5.

The rules. It's more than
looking good.

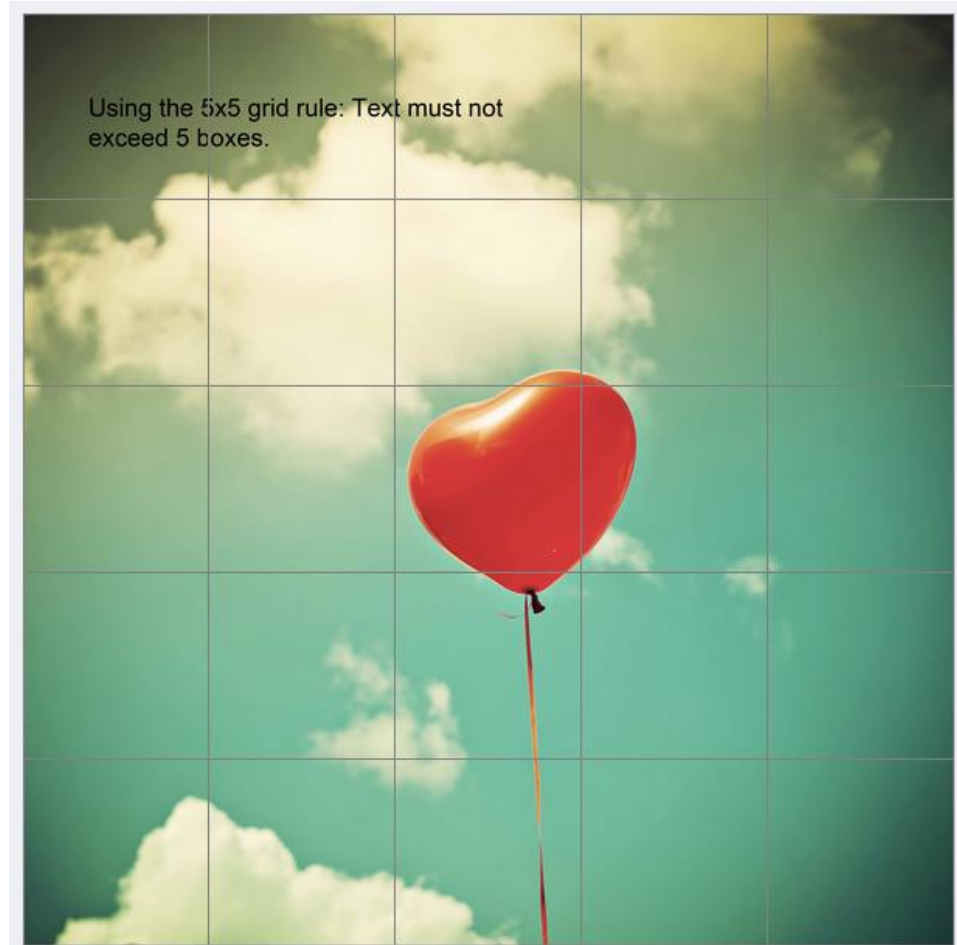


Facebook

Only 20% of your image can be text if you plan to use it in ads.

Otherwise, there is no text limit.

Check your image with the grid tool, a 5x5 grid with a total of 25 boxes. To meet the 20% text, text may appear in a maximum of 5 boxes ($5/25=20$).



attribution

You can't use what you don't own.
You can use what you've given permission
to borrow with attribution.

attribution

What to look for:

- Purchase royalty-free images
- Pay attention to editorial use only license
- Search free images carrying a Creative Commons license, pay attention to license types



creativecommons.org/licenses

attribution

No, Google images is not a source.



pretty kitty photo



give yourself credit

If you create an image here are three ways to give yourself attribution:

1. Watermark it
2. Discreetly put your logo or URL on it
3. Place your copyright in the footer



Happy creating!





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