

CREATING SHAREABLE SOCIAL MEDIA GRAPHICS

Creating engaging, creative and shareable content is a cornerstone of effective digital communications. Be it an Instagram story for an upcoming event, a report launch on LinkedIn or breaking news on X, graphics can help spread a message, present compelling stats and reach large audiences across different platforms.

GETTING STARTED: GRAPHIC DESIGN

- **Establish a vision.** Being creative starts with **brainstorming** ideas for graphics that display your organization's voice. Use the big-picture vision to narrow down your list of ideas.
- **Create a strategy.** Develop a strategy that emphasizes **clear, concise** and **impactful** content across your channels. This is important in establishing brand credibility and thought leadership within your field.
- **Research resources and tools.** There are several tools that can help you develop and design your content. Experiment to see what works best for your team. [Canva](#) is a free option that can be used to create social media graphics, presentations, posters, videos, logos and more. **Bonus:** Canva offers a [non-profit discount](#) for free access to premium features!
- **Develop a [brand identity](#).** Think of this as your online look and feel. Choose brand colours, logos and images that will keep your social media content **consistent** and **recognizable**.
- **Cover the basics.** It is good practice to keep your content **simple** and **correctly sized** for specific platforms to ensure seamless execution.
- **Ensure accessibility.** Understanding that audiences may view and **consume your content differently** is an important step to consider when designing graphics. This may look like including [Alt-text](#) or subtitles on Stories or [Reels](#).
- **Develop a content calendar.** Forward planning will help you determine when and on which platform your content will be shared.

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TIPS FOR YOUR FIRST DESIGN

- ✓ Consider what **platform** to use prior to starting your design so you can curate platform-specific graphics. This is important as you may be designing for different audiences based on the platform you choose.
- ✓ Use **brand colours** to help establish a consistent appearance throughout your platform. This also helps audiences to quickly identify your organization.
- ✓ Include your organization's **logo** to show that the graphics are unique to your brand.
- ✓ Incorporate **images** or **videos** where you can! They can be an impactful way to showcase your projects and initiatives.
- ✓ Make sure text, details and images are well-aligned.
- ✓ Choose a clear, **easy-to-read font** to ensure your graphics resonate with audiences. Keep text concise, using minimal characters to highlight key messages effectively.

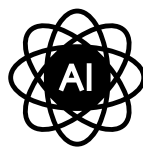
These tips will help you stay true to your brand voice and make an impact with your audiences.



FREE TOOLS TO USE FOR CONTENT CREATION



[Canva](https://www.canva.com)



[ChatGPT](https://openai.com)



[Unsplash](https://unsplash.com)

LEARN MORE WITH THESE ADDITIONAL TOOLS AND RESOURCES!



- [What is Alt-text?](#)
- [Alt Text: What Is It & Why It Matters for Accessibility & SEO](#)
- [Accessibility considerations for social media](#)
- [Content calendar templates](#)
- [How to create a winning social media branding strategy](#)
- [Hootsuite 10 tips for Social media design](#)
- [The Social Media Rule of Thirds and 3 Best Practices for Social Media Management LinkedIn blog](#)
- [41 content creation software and tools](#)
- [Social media size guide](#)