

Social Media Visual Strategy

Audience Research

Audience interests and the type of visual content they would like to see

Mood Board - Profile Grid Layout Draft (preview)

add content, color palettes, and other visuals to shape direction

Themes

Mix up content with recurring themes

Timing

What are the peak times?

Holidays to consider

Current events to consider

Optimize for SEO

Include the right keywords for search engine optimization, geotags, rich captions, hashtags, research different groups and hashtags your photos can be seen through.

A/B testing

Run a test of each kind of image to see what gets a better response. What content drives the most engagement from my audience

Instagram Growth Hacks

Feed Esthetic — be consistent!

Color Scheme

Re-occurring Elements related to field

Content Strategy

Post 3-5 times per day (morning, afternoon, night)

Weekend posting

Ig stories

IG reels (performing better than ig videos and can be posted on profile grid)

Shareable content

Repurposing blog content (into infographics or info-videos)

Background Music we have permission use —

Engagement

Story engagement - polls and quizzes — ask the audience what they want to see

Comments

Competitors

See what they are posting

What content gets the most engagement

What hashtags they use

Hashtags

Categorize hashtags

Don't use the same 30 for every post

Mix hashtag sizes

Small 50k or less

Medium 100-500k or less

Big over 500k

\$1.80 Rule

Put your 2 cents on 9 diff post every day

Follow the top 10 most relevant hashtags in your niche

Comment on the top 9 posts

Comment on the most recent

Interact and build on that engagement

Captions:

Meaningful captions that relate to your target audience

Story telling — people love a good story

End with a question to allow engagement

Call to action

Drop an emoji if you like the post

like and follow

click link in bio

go to story

go to website

IG features we should use

Location feature

Ad types

Carousel post

break up a story between post slide show

displaying a series of photos

Animated graphics

with music

moving text

great attention grabber and for stories

Instagram story Ads

using the stickers as directions

Use captions

music (talk to Bree on where she buys the music)

swipe up feature

60sec video ads

72% of instagram content is images so we will stand out more

Bright colors and movement

offer something helpful or useful, advice, direct to other content like youtube, etc.

Video Closed Captions for muted viewers

Gifs and Boom

Types of Social Media Images

Photo

Unique, unusual, powerful, tells its own story with accompanying copy. Show followers something they wouldn't normally see. Opening up a side of the business people don't normally see can be extremely engaging

- Behind the scenes — showcasing the company' staff, operations, partners, and more the humanize the brand
- Lifestyle — visual themes associated with the company and its offerings, initiatives, programs, events, etc
- Real life people in natural setting for increased click-through rate
- Real life imagery for more shares
- In action environmental imagery for more shares than an isolated product image

Collages

A collection of images to tell a story

establish a timeline of events

images showing contrasting perspectives

Images highlighting a specific story or

Images highlighting the details of an explanation

Contrasting images with a unthought of common thread

Lists (numbered)

Text over Plain Background

Images that communicate a specific message

Phrasing should be carefully crafted and stand out

Short and profound phrases

Design to attract the targeted persona

Peek interest in an article or publication
Anything contrarian, insightful, or funny
Inspirational Quotes
Attractive Headlines
Intriguing excerpts (blogs, articles)

Text with a photo

Fusion of storytelling and compelling copy
Make photos stand out by adding a headline and splash of color
Call to actions work well with this format
An image deigned to promote and drive interest for a specific article on API's blog
, [Facebook finds](#) that images with less than 20% text tend to perform better. Facebook offers a [text-to-image ratio](#) checker for those interested.

- Animate text to make it stand out.

Icons and Illustrations

Great tools for drawing people to content
A visual form of communication
Less is more with these elects

Screenshots

Useful when calling attention to a section of text or imagery in a larger document.
— Intereting quotes, images, or graphs pulled from interesting online articles.