Graphic Design for Extension Social Media

Presented to NCCEAPA Conference
September 23, 2020

Sara Awad, Joseph Rogers
Agenda

• Brand resources
• Basic design principles
• Social media
  – Messaging
  – Design
  – Photos
  – Video
• Design resources
• Question/Answer Time
Extension Brand Resources

go.ncsu.edu/ExtensionBrand

✔ Brand Standards & Materials
  ✔ Logos & Downloads
  ✔ Required Statements
  ✔ Social Media Tools
  ✔ Stationery Resources
  ✔ Story Development
  ✔ Marketing Planning
Basic Design Principles

Balance

- Equal distribution of visual weight
- Affected by color, size, number, and negative space
Basic Design Principles

Contrast

- Levels vary from high to low
- Color combination is more than just an aesthetic, it is a must for accessibility
Thank you for #GivingPack!
Basic Design Principles

White Space

- Less is more
- Keeps design from appearing unstructured and difficult to consume (cluttered)
Basic Design Principles

Emphasis

• Adding emphasis to an object creates a focal point
• Emphasis includes size, weight, position, color, shape and style
Basic Design Principles

Hierarchy

- Present design elements in the order of importance
- Goes beyond “bigger is better”
In 2019, we connected with 1.5 million people across 13,000+ programs.
SOCIAL MESSAGING THEMES

• Best People
  Highlight our topical expertise and employees

• Research-based Programs
  Spotlight key programs and their impacts

• Extensive Partnerships
  In every community working with stakeholder

• Leader in Experiential Education
  Focus on the "how" / delivery aspect of our work
SOCIAL POST CHECKLIST

- Does the post support how we’re growing the state / improving the lives of North Carolinians?
- Does it appeal to and/or is timely or relevant to our audiences?
- Does it support one or more of our four key strategic themes?
- Could it cause negative impacts for partners or stakeholders?
Don’t Post the Wrong Image Size

- Most of our news stories have a header image that’s 950 x 535.
  - Should work for most of your posts (be careful with LinkedIn)

Look up correct image sizes when in doubt.

Don’t use small photos that are 300 x 300, for example.
Don’t Post the Wrong Image Size

Try to avoid gray space like this.
Don’t Use Pixelated Images
Don’t Use Poorly Lit, Blurry Images
Do Use Action Photos
Do Use a Variety of Angles
Don’t Post Text-Heavy Graphics

No

Yes

Eat More Fruit
Get at least two servings (two cups) of fruits per day in a variety of colors.
NC State Extension @NCExtension · Mar 25
It's that time of year again — #AgAwarenessWeek is in full swing at @NCState!
Join us in the celebration tomorrow at @aawnncstate's annual "Ag Forum," where Extension specialist Stephanie Ward will help lead a panel on the future of #dairy consumption.

NC State Extension @NCExtension · Mar 19
We're ready for #NCAgDay, are you? We invite you to share your passion for North Carolina #agriculture tomorrow at the NC State Capital: ncst.at/LThkUH #SupportAgResearch

The Future of Dairy Consumption
March 26
7:00 P.M.
Withers Hall
Room 232A

At $87 billion dollars, agriculture is North Carolina's number one industry.

#NCAgDay
NC STATE
DAY OF GIVING
09.16.20
STRONGER AS A PACK

09.16.20 | In a year unlike any other, supporting Extension is more important than ever to boost our economy and continue vital programming to improve the lives of North Carolinians. Join us in GivingPack on NC State University Day of Giving: Stronger as a Pack:
http://ncsu.at/x2330r7Qq
Using Video in Social Media Posts

- Use square videos for Instagram grid (1 minute or less).
- Use vertical videos for Instagram Stories
- Use landscape videos for Facebook and Twitter (Twitter max video length is 2:20)
- Create some text-only videos
- Create videos that start with an interesting visual. (Most people only watch for eight seconds - put your logo at the end!)
- Upload your video directly to social media versus linking to YouTube. Add captions on Facebook and Twitter!
Design Resources

Canva.com

https://spark.adobe.com/sp

https://sproutsocial.com/insights/social-media-image-sizes-guide/

https://blog.designcrowd.com/article/620/design-principles-6-design-fundamentals-to-guide-your-work
QUESTIONS?

Sara Awad | szawad@ncsu.edu
Joseph Rogers | jhrogers@ncsu.edu

go.ncsu.edu/Extension-MarComm