



USING IMAGES IN YOUR CONTENT TRAINING MODULE



SHIRE MARKETING SPECIALISTS
IN PARTNERSHIP WITH

UNCOVER THE COTSWOLDS

MAKE VISUALS PART OF YOUR SOCIAL MEDIA STRATEGY

Research your audience

Create a mood board

Decide on a theme

Adapt your strategy for each
channel

Peak time posting

Plan ahead



GET TO KNOW THE CREATIVE BASICS



Have a clear subject

Remember the rule of thirds

Use natural light but don't overexpose your images

Make sure there's enough contrast

Choose complementary colours

Keep it simple

Don't over edit

HOW TO TAKE GOOD INSTAGRAM PHOTOS ON YOUR PHONE

Use natural light and avoid using your flash

Don't overexpose your images

Shoot at the right time

Follow the rule of thirds

Consider your viewpoint

Frame your subject

Draw the viewer's eye
Add depth



UNDERSTAND IMAGE COPYRIGHT



Serious
consequences for
misuse

Read all the fine print
when using stock
photos

Be sure to credit user-
generated content

SIZING IMAGES TO SPEC

Check the aspect ratio

Use high resolution

Every platform has its own specifications, tailor your content accordingly

Aim for the highest image quality

Image sizing hacks:

Use templates

Don't put anything important in the upper and lower 250-310 pixels

Preview

Check to see what devices your audience uses

Not enough room for your content?
Animate or tile it



USING TASTEFUL TEXT

Less is more when it comes to word count

Text in visuals should always be bold, legible and concise

Make sure there's contrast

Facebook prefers images with less than 20% text overlaid

The text should always improve your image

Ensure it adds value

Keep in mind:

Spelling and grammar

Choose type wisely

If you mix fonts, pair a serif with a sans serif

Avoid colour combinations

Keep line length short

Don't leave a single word on the last line

Animate text to make it stand out

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ADDING YOUR LOGO



Add your logo, where appropriate

Good branding is noticeable but not obtrusive.

Context is everything here.

Not every Instagram post may need a logo.

REPRESENTATION IN YOUR IMAGES

Be mindful of representation

Do the people in your creative reflect the diversity of your audience?

Are you reinforcing gender or racial stereotypes with your visuals?

Do you promote body positivity?

Not just socially responsible, it's smart.



ADD A LITTLE ANIMATION

Animation can go a long way to helping your content stand out

GIFs and videos are a great way to add movement

Get creative





More training modules are available from Cotswold Tourism

**For any further specialist support
please contact us**

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