

Graphic Design for Extension Social Media

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Agenda

- Brand resources
- Basic design principles
- Social media
 - Messaging
 - Design
 - Photos
 - Video
- Design resources
- Question/Answer Time

Extension Brand Resources

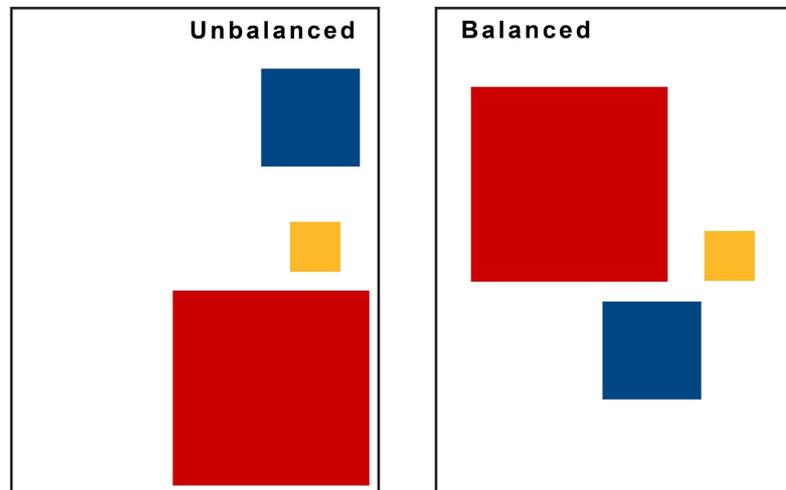
go.ncsu.edu/ExtensionBrand

- ✓ Brand Standards & Materials
 - ✓ Logos & Downloads
 - ✓ Required Statements
 - ✓ Social Media Tools
 - ✓ Stationery Resources
 - ✓ Story Development
 - ✓ Marketing Planning

Basic Design Principles

Balance

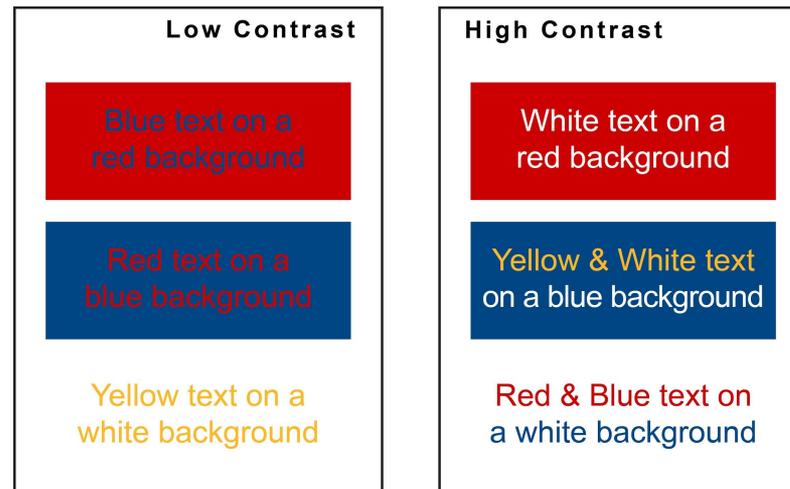
- Equal distribution of visual weight
- Affected by color, size, number, and negative space



Basic Design Principles

Contrast

- Levels vary from high to low
- Color combination is more than just an aesthetic, it is a must for accessibility

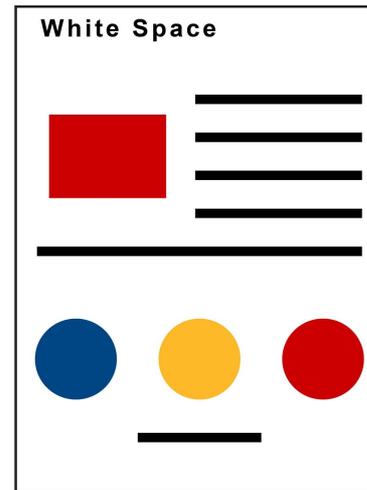
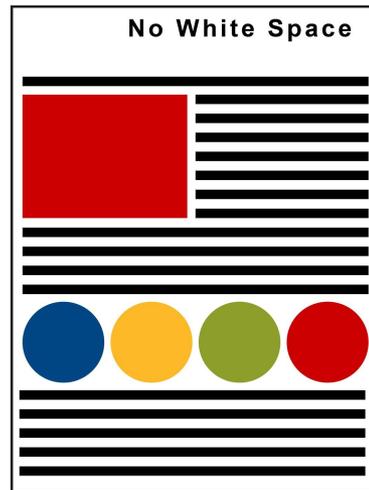




Basic Design Principles

White Space

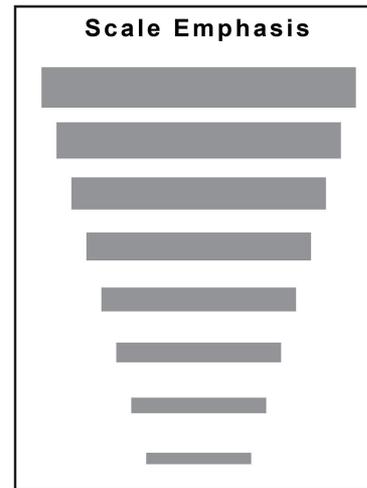
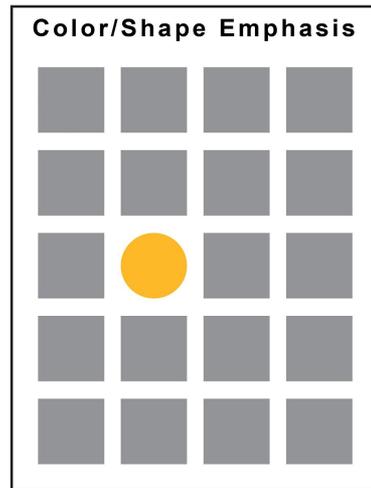
- Less is more
- Keeps design from appearing unstructured and difficult to consume (cluttered)



Basic Design Principles

Emphasis

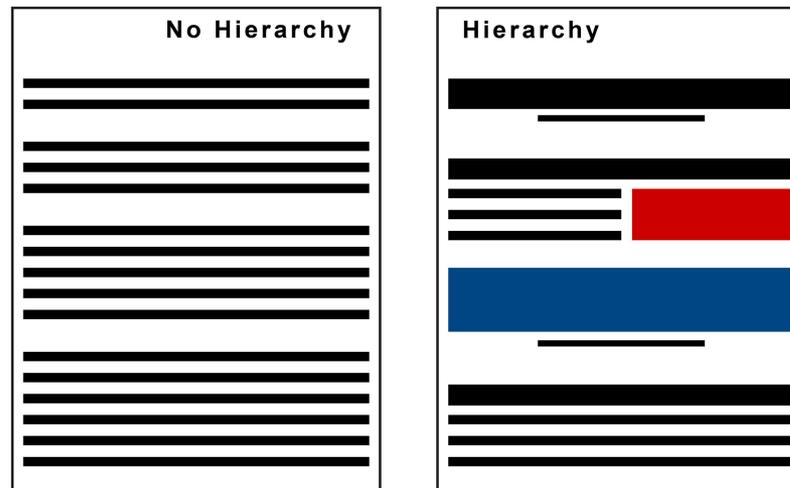
- Adding emphasis to an object creates a focal point
- Emphasis includes size, weight, position, color, shape and style



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



[Learn More](#)

Try to avoid gray space like this.

Don't Use Pixelated Images



Don't Use Poorly Lit, Blurry Images



Do Use Action Photos



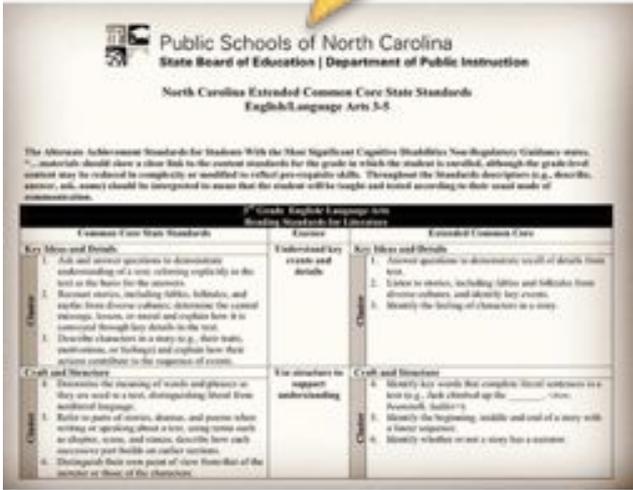
Do Use a Variety of Angles



Don't Post Text-Heavy Graphics

No

Yes





NC State Extension @NCEExtension · Mar 25
 It's that time of year again — #AgAwarenessWeek is in full swing at @NCState! Join us in the celebration tomorrow at @aawncstate's annual "Ag Forum," where Extension specialist Stephanie Ward will help lead a panel on the future of #dairy consumption.

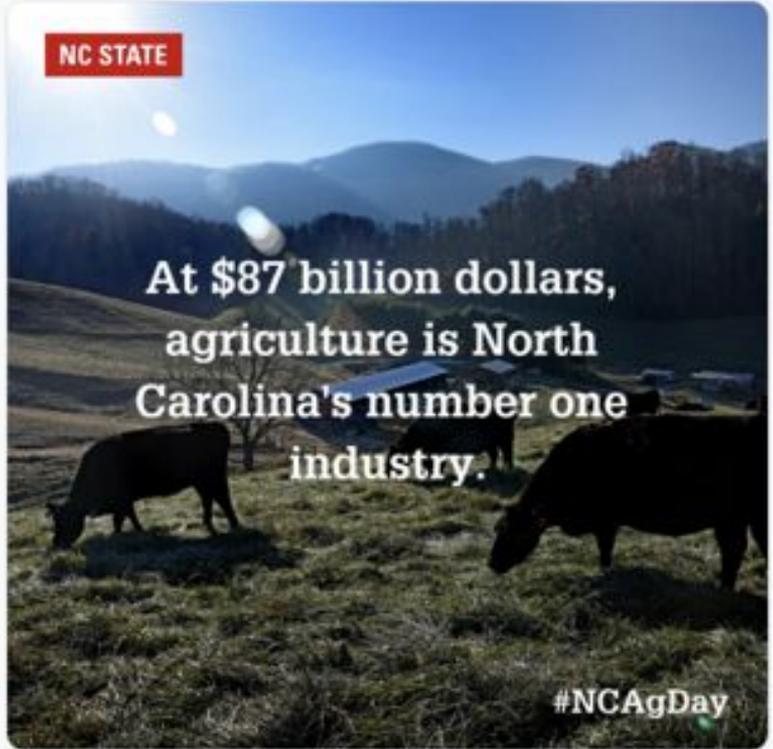


<p>The Future of Dairy Consumption</p>	<p>March 26 7:00 P.M. Withers Hall Room 232A</p>
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NC State Extension @NCEExtension · Mar 19
 We're ready for #NCAGDay, are you? We invite you to share your passion for North Carolina #agriculture tomorrow at the NC State Capital: ncst.at/LTKhUH #SupportAgResearch

NC STATE



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

NC State Extension
Published by **Heemulla (1)**
September 2

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://ncst.at/9Q2330r7Qq>

Tag Photo Add Location Edit

826 People Reached 24 Engagements Boost Post

6 Shares

Like Comment Share +

Comment as NC State Ex...

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://www.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?

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