



Tips for Creating More Visual Social Media Content

- ❑ **Don't use stock photography!** It looks too polished and can turn people off because it reminds them that you're marketing and not just having a nice easy conversation.
- ❑ Take real photos and share the real things that you have to offer your audience.
- ❑ Try creating more graphics for social media using tools like **Canva** – but make sure you keep text to a minimum as the social networks don't like it.
- ❑ Use GIFs to convey more emotion and show body language which isn't usually possible on social media.
- ❑ Don't think that you have to make really corporate videos, consider what you personally would like to watch and keep that in mind to create **fun, interesting, or useful videos**.
- ❑ Don't invest too much time and money in creating videos because you need to test different ideas and see what works first.
- ❑ Try creating **live videos** because people trust them more than pre-planned videos and it gives you an opportunity to let some of the personalities in your organisation shine.