

# 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

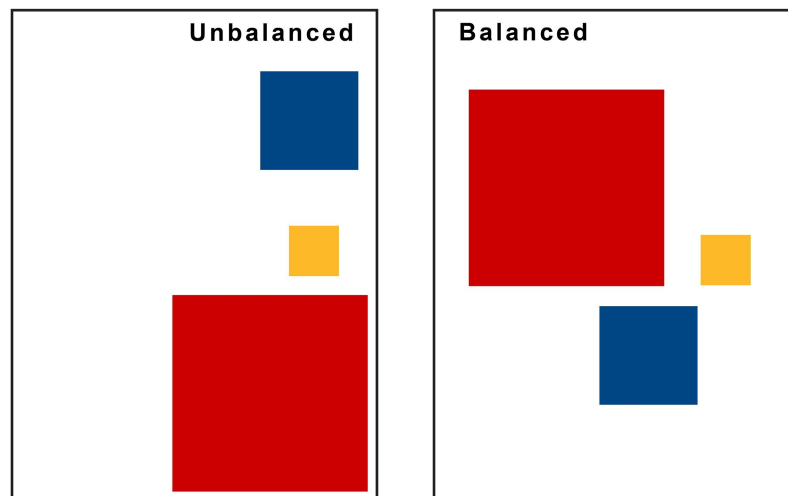
[go.ncsu.edu/ExtensionBrand](https://go.ncsu.edu/ExtensionBrand)

- ✓ 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

Low Contrast	High Contrast
Blue text on a red background	White text on a red background
Red text on a blue background	Yellow & White text on a blue background
Yellow text on a white background	Red & Blue text on a white background



**NC STATE**

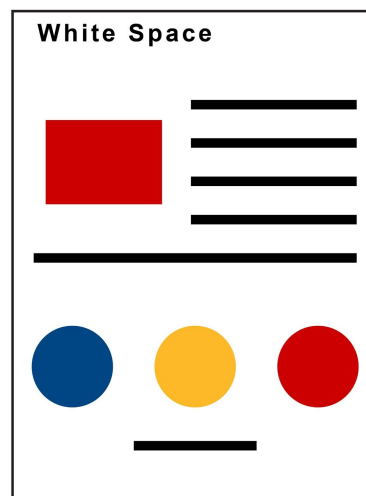
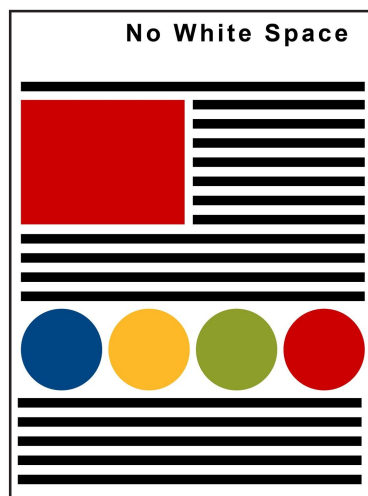
**EXTENSION**

**Thank you  
for #GivingPack!**

# Basic Design Principles

## White Space

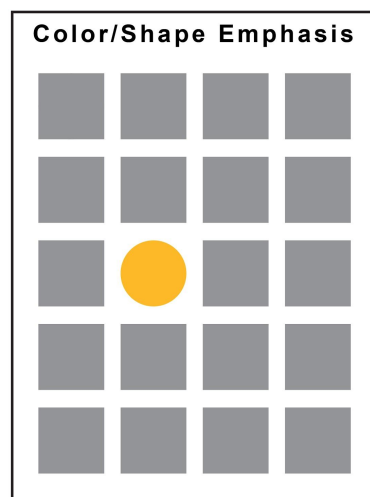
- Less is more
- Keeps design from appearing unstructured and difficult to consume (cluttered)



# Basic Design Principles

## Emphasis

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

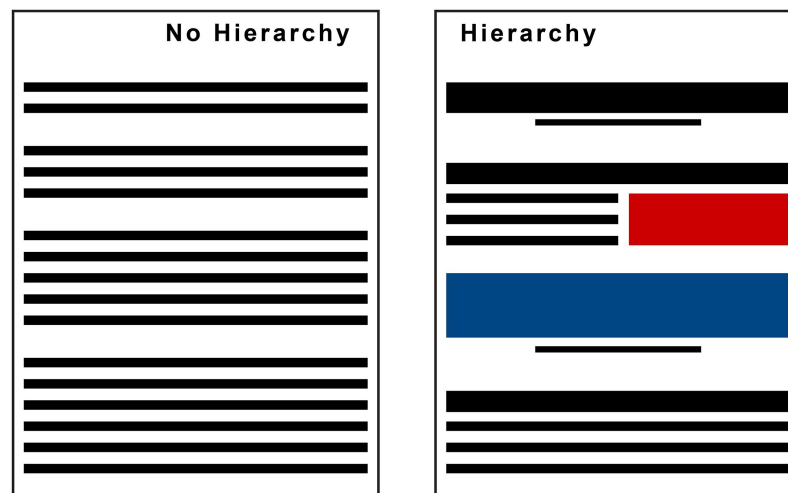




# Basic Design Principles

## 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?

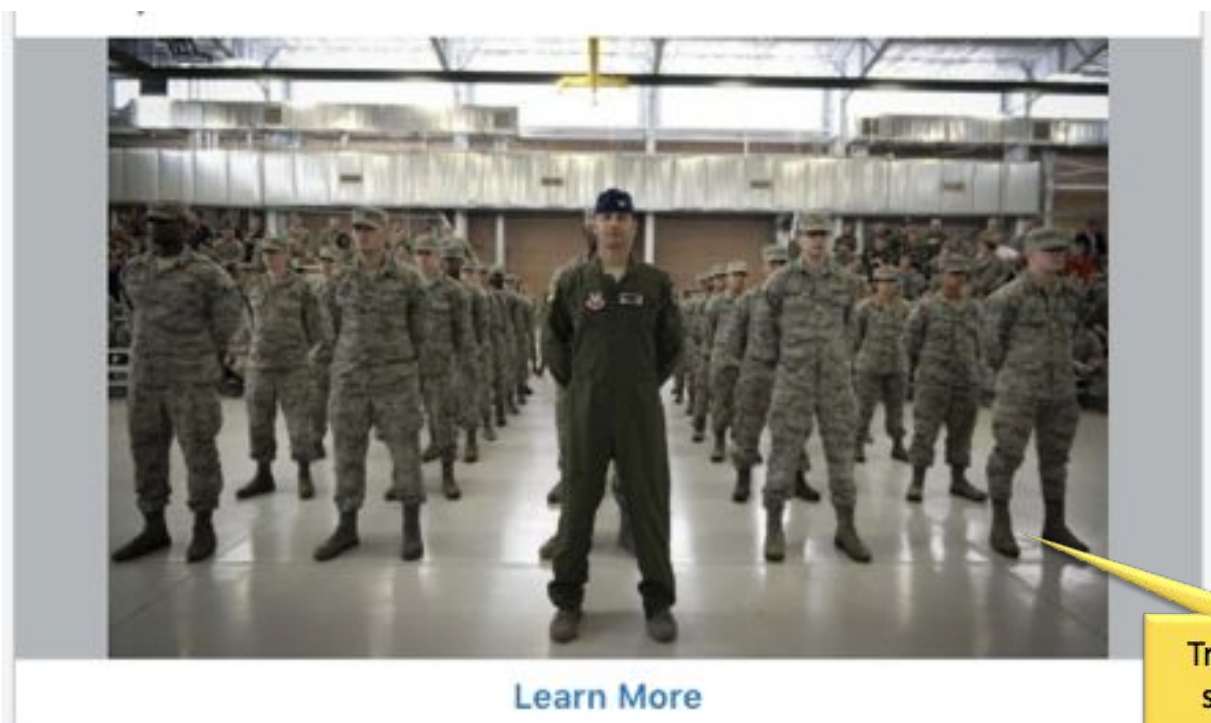
# Don't Post the Wrong Image Size

- 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.

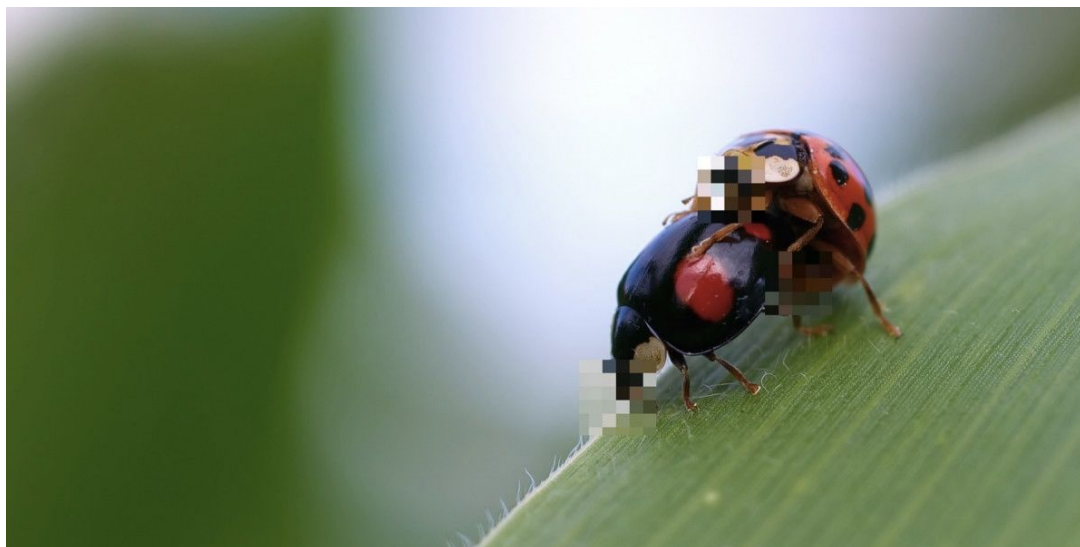
Don't use small photos  
that are 300 x 300, for  
example.

# 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

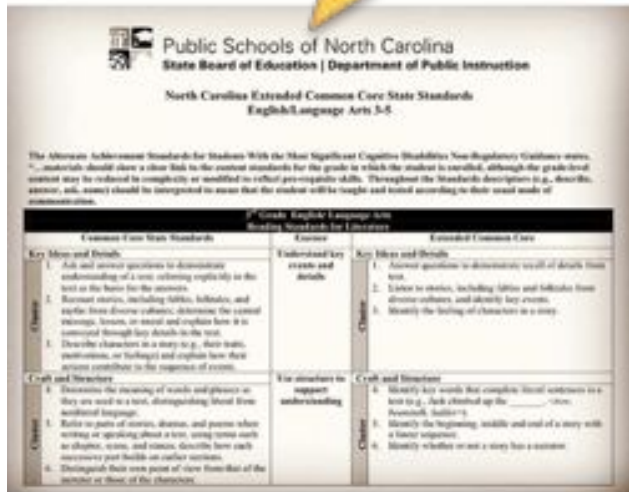


# Do Use a Variety of Angles



# Don't Post Text-Heavy Graphics

No



Yes







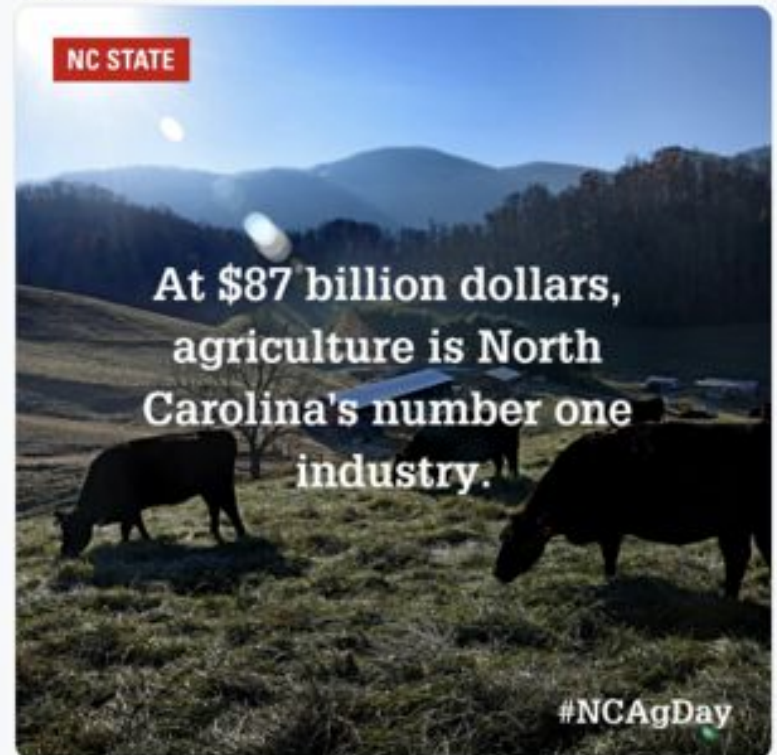
NC State Extension @NCExtension · Mar 25


It's that time of year again — #AgAwarenessWeek is in full swing at @NCState! Join us in the celebration tomorrow at @aawncstate'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/LTKhUH](https://ncst.at/LTKhUH) #SupportAgResearch





**NC STATE**  
**DAY OF GIVING**  
**09.16.20**  
**STRONGER AS A PACK**

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

09.16.20 | It's 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/aG233Dr7Qg>

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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[go.ncsu.edu/Extension-MarComm](https://go.ncsu.edu/Extension-MarComm)

