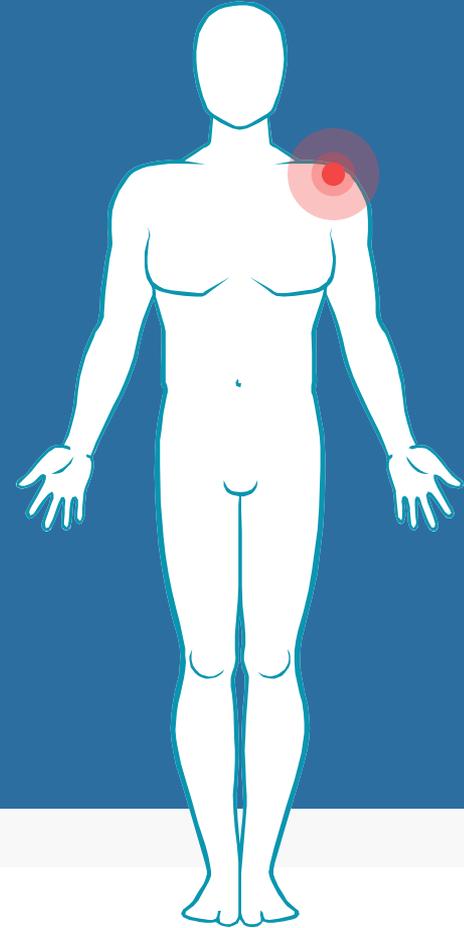


# On-Call

## 101: Lay Community Health Advisors

### 4.3 Creating and Delivering Your Message



## 4.3 CREATING AND DELIVERING YOUR MESSAGE

### Content

- ▶ Your message
- ▶ Why visual appearance matters
- ▶ Principles of visual content production - positioning and composition
- ▶ Principles of visual content production - High quality photos
- ▶ Optimizing images
- ▶ Graphic elements and diagrams
- ▶ Content in different medias
- ▶ Copyrights
- ▶ Visual guidelines
- ▶ Task for Self-directed learning

# CREATING AND SHARING YOUR MESSAGE

The Internet and social media are flooding with information

Standing out and creating a reliable image are crucial, especially when sharing health information.

This section focuses on producing visually attractive and high quality content; the general principles of content production, communication styles, and the use and production of images and presentation graphics.



# AFTER COMPLETING THIS LEARNING UNIT, YOU WILL HAVE GAINED THE FOLLOWING:

## KNOWLEDGE:

- ▶ Fundamental knowledge about the production of social media content: content design principles, messaging styles, references, and utilization of images and graphs

## SKILLS:

- ▶ Apply the possibilities offered by social media in delivering messages
- ▶ Produce and publish content via selected channels for delivering your message
- ▶ Design a message directed to the target audience in terms of content and layout

## RESPONSIBILITY & AUTONOMY:

- ▶ Choose the best channel and content of message considering your target audience
- ▶ Estimate the right time to publish the message to reach your target audience

# YOUR MESSAGE

Any message you share on social media consists of several components;

- the information content
- the writing style
- any pictures included
- visual choices and styles.

The choice of social media services and channels is also a part of your message.

- Always think of your communication as a whole
- Build visual elements to support your message.
- The visual identity of your posts should be in line with the content.

## YOUR MESSAGE

- Information you share must be based on valid research
- Always reference the information source.

The same goes for graphic elements.

- when using charts copied from other sources, make sure that
  - the information in the image is correct
  - you have the right to use the image
  - you check if the image author should be mentioned in the picture.



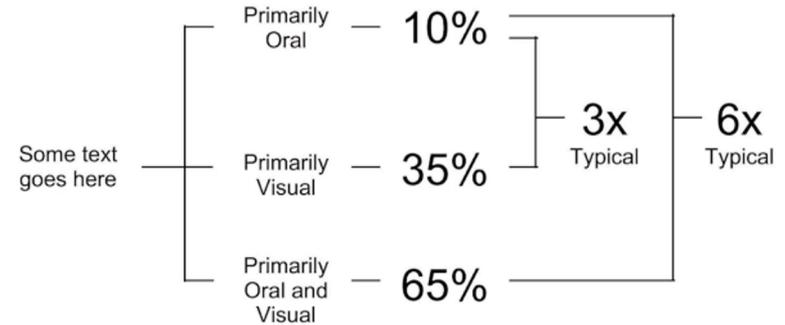
# WHY VISUAL APPEARANCE MATTERS

Visuality plays a major role in the internet and social media.

Based on a study that analysed 100 million articles, it was found that

- a photo-featured Facebook release was distributed three times more than the same publication without a picture.
- On Twitter, the photo release was distributed twice as much.

A research by John Medina highlights the superiority of the vision compared to other senses and the effectiveness of the image compared to the verbal message.



*“We are incredible at remembering pictures. Hear a piece of information, and three days later you’ll remember 10% of it. Add a picture and you’ll remember 65%.”*

## WHY VISUAL APPEARANCE MATTERS

John Medina's rule Brain rule number 10: "Vision trumps all other senses"

- ▶ The pictures reign over text, partly because reading is so ineffective for us.
- ▶ Our brains see words as small letters, from which we need to recognize certain qualities of the letters to be able to read the words, and it is time consuming.
- ▶ Why is vision so important to us? Maybe because we have always used it to identify threats, edible plants, and reproductive potential

# PRINCIPLES OF VISUAL CONTENT PRODUCTION – POSITIONING AND COMPOSITION



The use of images for sharing information is efficient, but the creation of images and graphic elements requires expertise as well as a systematic approach.

There are several rules in traditional graphic and print media design that also apply in social media.

More about the topic:

[How to Create Engaging Social Media Graphics](https://sproutsocial.com/insights/social-media-graphics/)

<https://sproutsocial.com/insights/social-media-graphics/>

# BUFFER LISTS 11 KEY PRINCIPLES FOR USING AND POSITIONING IMAGES:

1. colour
2. balance
3. lines
4. typography
5. contrast
6. scale
7. proximity
8. hierarchy
9. repetition
10. direction
11. space

GUIDE STARTS HERE

➤ ➤ ➤ ➤

## 1. COLOR



- Used to convey emotion
- Support a certain personality
- Sets the mood & atmosphere

## 2. BALANCE



- Creates a sense of harmony
- Symmetrical & Asymmetrical
- Each element holds a 'weight'

## 3. LINES



- Help to guide the eyes
- Straight lines help create harmony
- Curved lines help create movement

## 4. TYPOGRAPHY



- Limit to 3 typefaces
- Serif for print, san-serif for web
- Use kerning for great headlines

## 5. CONTRAST



- Add contrast with shapes
- Add contrast with color
- Add contrast with element sizes

## 6. SCALE



- Sizing of different elements
- Brings attention to certain areas
- Helps to demonstrate a concept

## 7. PROXIMITY



- Group related items together
- Connect colors, fonts, and shapes
- Helps to perceive items as similar

## 8. HIERARCHY



- Most important elements first
- Focus on the goal of the design
- Curved lines help create movement

## 9. REPETITION



- Consistent Branding
- Focus on fonts, colors, & logos
- Will create a recognizable look

## 10. DIRECTION



- "F", "E", & "Z" Pattern
- Upper left and left side for key info
- Be deliberate about your design flow

## 11. SPACE



- Keep designs super simple
- Use space to amplify other objects
- Don't be afraid to take elements out

READ MORE AT [BLOG.BUFFERAPP.COM](https://blog.bufferapp.com)

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# PRINCIPLES OF VISUAL CONTENT PRODUCTION – HIGH QUALITY PHOTOS

A successful site, page or other social media entity is made up of individual elements; for the outcome to be of high quality, each of the individual elements must also be of high quality.



- ▶ Look the photographer in the eyes
- ▶ Use simple (even) background
- ▶ Use flash when shooting outdoors
- ▶ Position yourself close to the target
- ▶ Do not place the target in the center of the image
- ▶ Keep focus on the target
- ▶ Know the range of your flash
- ▶ Be aware of the direction of light
- ▶ Take vertical pictures as well
- ▶ Guide the people you are shooting

## OPTIMIZING IMAGES

Image optimization means not only improving the qualitative and visible features of the image, but also reducing the file size of the images and finding the optimum between quality and file size. Attention should be paid to file sizes, multiple images with large file sizes on the same page can slow down the page load significantly.

If you want the best possible image quality, image optimization should be done with a separate image editor. Changes in image size made by social media applications vary qualitatively, in some cases the quality of optimized images is poor.

# OPTIMIZING IMAGES

	Tone images / photos	Line pictures/ logos and graphs	Transparent	Notices
<b>JPG (JPEG)</b>	x	-	-	Good choice for photos - produces small files. Lossy compression
<b>GIF</b>	-	x	x	Limited tones, rough edges when transparency is applied, enables short animations
<b>PNG-24</b>	x	x	x	Lossless compression, good quality. Large file sizes. Enables transparency with soft edges
<b>PNG-8</b>	-	x	x	Limited tones, rough edges when transparency is applied

When using image editing software, it is good to know how to save your images.

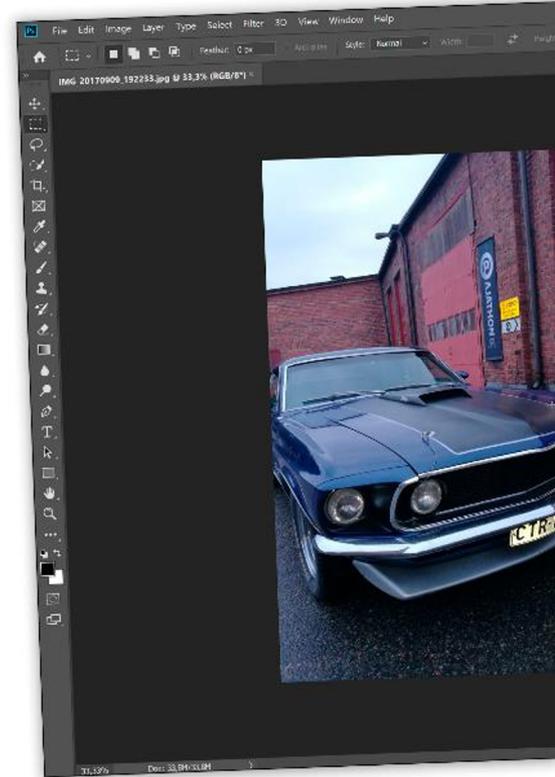
This table shows the main features and uses of the most common file types

# OPTIMIZING IMAGES USING ADOBE PHOTOSHOP

Get to know the basics of Adobe Photoshop:

- ▶ Getting started / open an image
- ▶ Automatic adjustments
- ▶ Changing the image size
- ▶ Saving an image

Image optimizing using adobe Photoshop



# GRAPHIC ELEMENTS AND DIAGRAMS

What can you achieve with graphical elements and graphs, why use them?

- Visuality plays a major role in the Internet and social media.
  - Sharing information and getting attention is enhanced by using graphical elements
1. The Human Brain Process Visuals Better Than Text
  2. Infographics Are a Great Way to Tell Visual Stories
  3. Infographics Are Easy to Digest
  4. Infographics Are Linkable
  5. Infographics Are Shareable
  6. Infographics Help Establish You as an Expert
  7. Infographics Can Help to Increase Sales
  8. Less Infographics Are Being Promoted Today

(Brockbank, 2018)

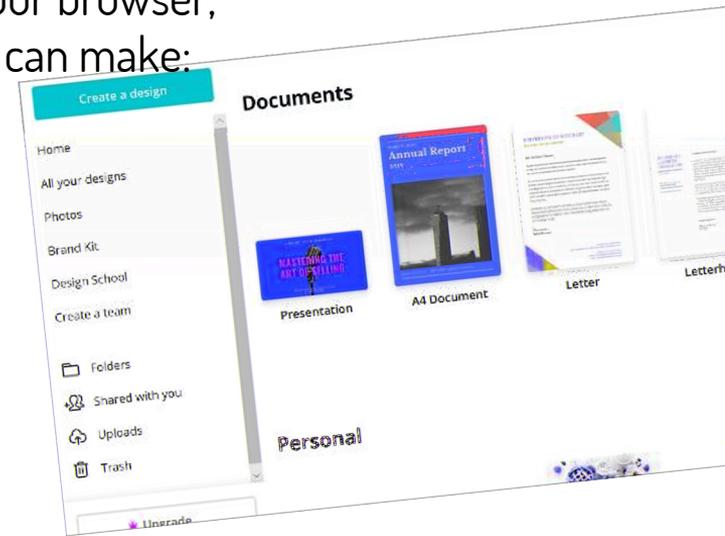


# CREATING INFOGRAPHICS WITH CANVA

Canva is a free and popular software that you use on your browser, it is great to use to create infographics. With Canva you can make:

- ▶ Visual elements for social media
- ▶ Charts and infographics
- ▶ Visual elements for print media
- ▶ Graphic guide

[Creating Infographics With Canva](#)



# CONTENT IN DIFFERENT MEDIAS

## Channel-specific

- The social media and devices used are in a state of constant change,
- The recommendations for different media are also subject to change.
- You can find the latest and up-to-date instructions for different media online

# CONTENT IN DIFFERENT MEDIAS

## Facebook

- Automatically resizes and resamples images on upload to server.
- Has recommendations on the image sizes

[https://www.facebook.com/help/266520536764594?helpref=uf\\_permalink](https://www.facebook.com/help/266520536764594?helpref=uf_permalink)



## Twitter

- Twitter is based more on text content it does not have guidelines for images
- Twitter's instructions relate to the nature of communication and the production of text.
- Use of pictures is encouraged, but no instructions are given for the size or format.

<https://business.twitter.com/en/basics/what-to-tweet.html>



# CONTENT IN DIFFERENT MEDIAS

## YouTube

Instructions for creating high-quality videos for Youtube can be found following this link

<https://support.google.com/youtube/answer/4603579?hl=en>



## Instagram

Information about image sizes and aspect ratios:

<https://www.facebook.com/help/instagram/1631821640426723?helpref=related>



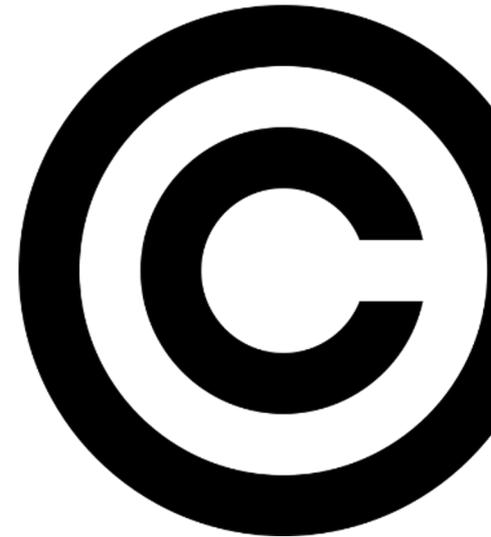
Hints and tips for Instagram pictures

<https://www.facebook.com/help/instagram/427910070604293/>

# COPYRIGHTS

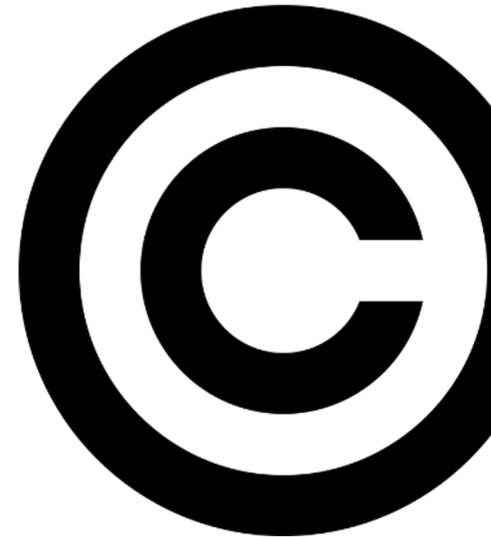
The principle of copyright is that the work may be used only with the permission of the author and as permitted by the author. Social Media Examiner lists the main principles of using images on your website, how to use images correctly and legally in social media:

- ▶ Understand Copyright Basics
- ▶ Read the Terms for Your Social Media Platforms
- ▶ Choose the Right License When Using Stock Images
- ▶ Get Permission From the Image Creator
- ▶ Don't Assume Fair Use Applies to Your Use of Someone Else's Image  
(Kornblat, 2017)



# COPYRIGHTS

- **Fair use** is a term in the US copyright law that, in exceptional circumstances, allows the use of material that would otherwise be protected by copyright.
- This US-specific law that does not apply generally in the European Union.
- European and US copyright laws are different, but there are also national rules and regulations within the EU.
- Check out the copyright laws of your country.
- Like many other things, copyright issues are also changing. The planned and already implemented changes to copyright may greatly affect social media and all Internet publishing in the future.
- Article 13 is the part of the new EU Copyright Directive that covers how "online content sharing services" should deal with copyright-protected content, such as television programmes and movies.



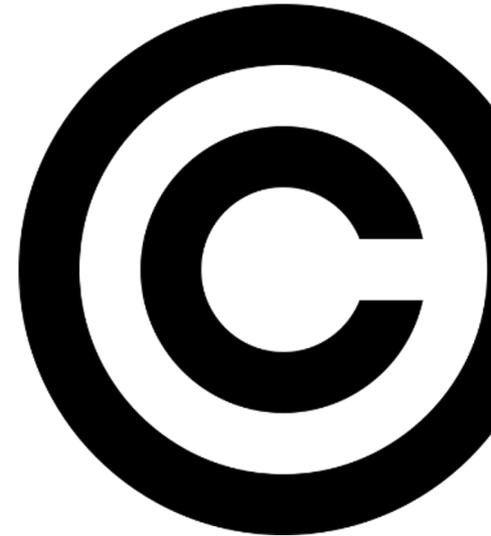
# COPYRIGHTS

It refers to services that primarily exist to give the public access to "protected works or other protected subject-matter uploaded by its users", so it is likely to cover services such as YouTube, Dailymotion and Soundcloud.

However, there is also a long list of exemptions, including:

- non-profit online encyclopaedias
- open source software development platforms
- cloud storage services
- online marketplaces
- communication services

(Fox, BBC News, 2019)



# VISUAL GUIDELINES

Traditionally, the Visual Guidelines contain a visual representation of the organisation including at least the following elements;

- logo and its permissible usage
- Typography (fonts used in print and electronic media)
- colours and instructions for their application
- instructions on the application of all of the above in various contexts

You can find information about different Visual Guidelines and Brand styles here:

<https://blog.hubspot.com/marketing/examples-brand-style-guides>





How do you use their branding guidelines on?

Are the guidelines short, and respectful to the user?

Do the guidelines have a balance of structure and flexibility?

Are the guidelines scalable?



**What not to do**

Treatments such as logo rotation, embossing, colour variation and glow effects are examples of what you may want to avoid.

**The Logo Spacing**

Giving a space around the logo is imperative to getting maximum impact. Supply a scalable unit that can be used in many scenarios.

**The Brand Colours**

Supply PANTONE, CMYK, RGB and Hexadecimal values of the intended house colours. Consider what their associative colours are too.

**House Type-faces**

You may give examples of header fonts, secondary fonts and body fonts along with possible leading and tracking properties.

**Types of Grid/Layouts**

Any graphic and linear elements that are associated with the brand may require certain margins in order to maintain consistency.

**The Brand Imagery**

Giving examples of styles of imagery is crucial to maintaining brand consistency too. Remember to allow flexibility for brand evolution.

## Visual Identity

These are all the elements that you will use to express what your brand is about, and what it stands for. Outlining these in the guidelines is absolutely necessary if you want to achieve consistency within your brand.

## Strategy

The visual identity can't even begin without knowing the background of the brand, and where it intends to go. Giving the brand a personality and beliefs makes it approachable to consumers.

## Brand Tone

Having a strong brand tone that is expressed primarily within written media needs to be outlined to coincide with all the visual material.

**Brand Personality**

Your personality might be corporate and professional, or it might be laid-back. Having personality will help make your brand approachable.

**Market Positioning**

This will be your measure into whether or not your brand is successful. Knowing where you want to be gives your brand a goal.

**The Brand Beliefs**

Having beliefs that work alongside your brand personality and market position humanises and builds company character.

**Copy-writing Tone**

This covers all copy, including websites, advertisements and brochures.

**Social Media Tone**

Keeping tone is crucial in increasingly important social media sites such as twitter.

# Branding

**ACTIVITY 1:**  
Visual guidelines

Image source: MyFitnessPall.com



Erasmus+



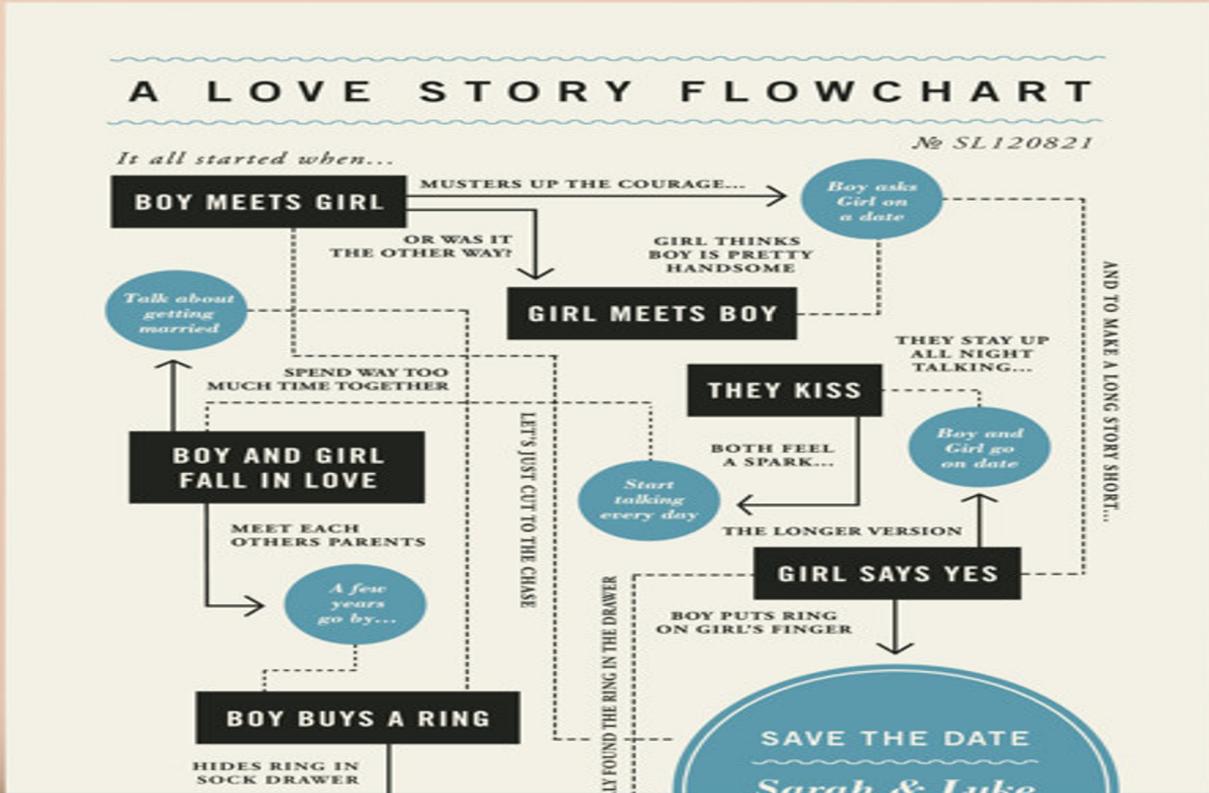
## ACTIVITY 2:

Visual elements for selected Social media channel

Image source:  
[MyFitnessPall.com](https://www.myfitnesspall.com)



## ACTIVITY 3: YOUR MESSAGE



## ACTIVITY 4:

Positioning and composition – putting it all together

Image source:  
MyFitnessPall.com



# ON CALL



This project has been funded with support from the European Commission.  
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