



CREATING ENGAGING INFOGRAPHICS FOR SOCIAL MEDIA



www.redstartcreative.com



welcome

Thank you for your interest in
Redstart Creative.

Redstart Creative builds
brands for non-profits
and small businesses.

We help you by strengthening
your messaging, brand and
communications, both print
and digital.

Rebecca Teaff, Chief Executive Officer

Rebecca Teaff received her B.A. in Arts/Communications from Mary Baldwin College. The combined studies of design, marketing and communications are the basis of her belief that design is a natural method of communication. Great design not only looks good, but it clearly communicates to its audience.

In early 2009 Rebecca saw a great need among small businesses and non-profits to work with an experienced design company who understood their budget constraints. After asking the question, “Who could they work with?” she decided it would be her and she launched Redstart Creative later that year.

Rebecca founded her marketing company with the mission of creating clear communications for those who drive positive change in the world. (These are the people who make good things happen!)

Rebecca has a passion for good causes that matches her passion for design. Rebecca and her team create strategic solutions in print and digital for non-profits and small businesses.



PROFESSIONAL ORGANIZATIONS

- Association of Fundraising Professionals – Maryland Chapter
- AIGA – The Professional Association for Design
- Maryland Non-Profits

VOLUNTEER LEADERSHIP

Current

- Maryland Non-Profits Board of Directors
- Parish Council - Church of the Nativity

Past

- Maryland Family Networking Marketing Committee
- Marketing Chair for Association of Fundraising Professionals (AFP)
Maryland Founder & Past Coordinator of the B'more Creatives
Mentoring Program
- Marketing Chair for NAWBO-BRC
- Marketing Chair for Mary Baldwin College Class
- Leadership Team

<https://www.linkedin.com/in/rebeccateaff>

Survey of the room:

- How many people are directly responsible for social content?
- How many people have a team of 1-2?
- How many have a team of more than 2?
- How many have access to a graphic designer?

- I. Why are Infographics Effective?
- II. Design Basics
- III. How to Design An Infographic
- IV. Questions

I. Why are Infographics Effective?

Infographics are all over our culture from newspapers to the web. Here is why they are so widespread and work so well.

- They allow a lot of information to be communicated briefly and be easily absorbable. AKA our brains do a lot less work
- Visual content drives more engagement, conversation etc.
- Infographics convey the same amount of information in less space than a text article.
- An infographic is 30 times more likely to be read than a text article.

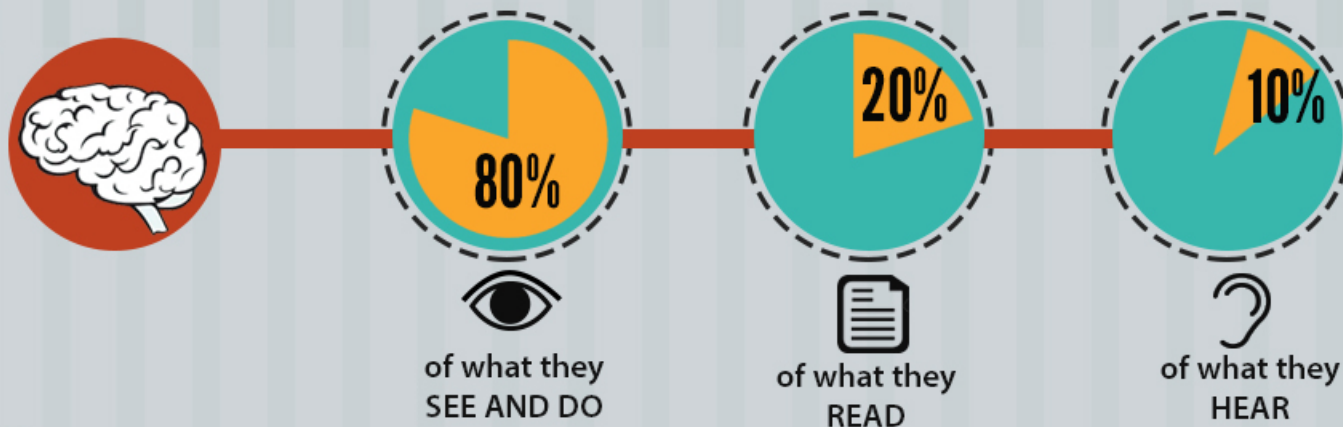
Keys to Effectiveness

- impactful stats
- clean layout
- within brand identity

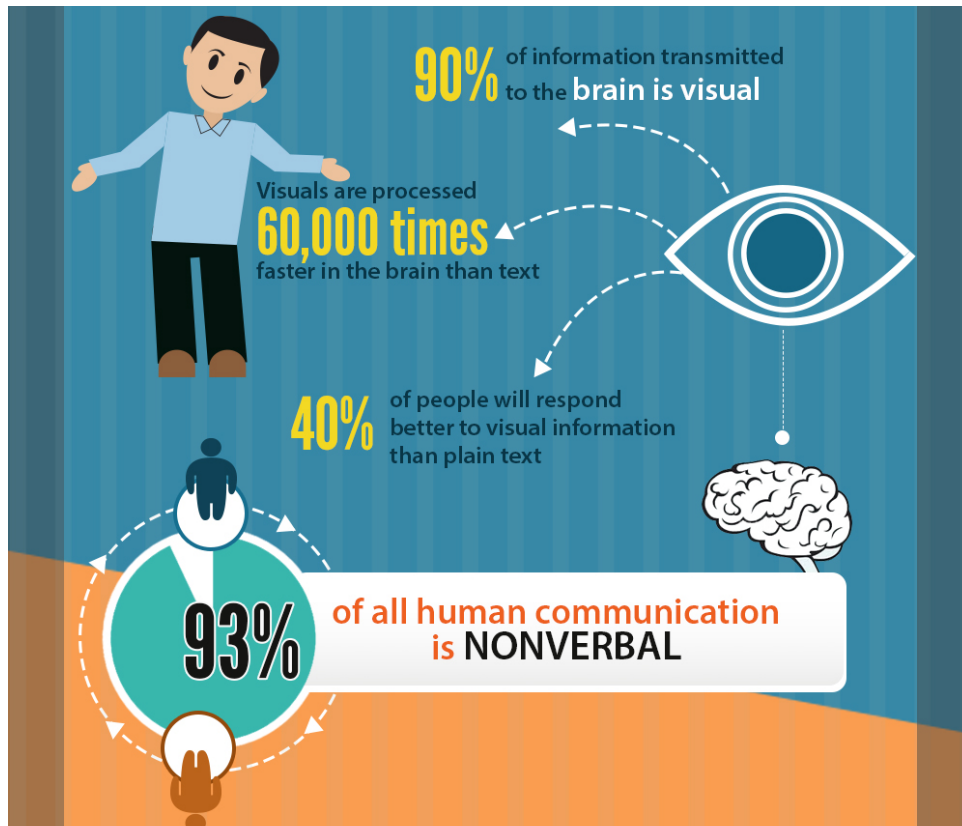
Statistics on Visuals in Digital Marketing

- **32%** of marketers say visual images are the most important form of content for their business, with blogging in second (27%).
- **80%** of marketers use visual assets in their social media marketing. Video (63%), alone, has also surpassed blogging (60%) in usage as a social media marketing asset.
- Infographics can increase web traffic by up to **12%**.
- Infographics have had the biggest increase in usage among B2B marketers in the last four years -- now at **65%**.
- People following directions with text and illustrations do **323%** better than people following directions without illustrations.

People remember...

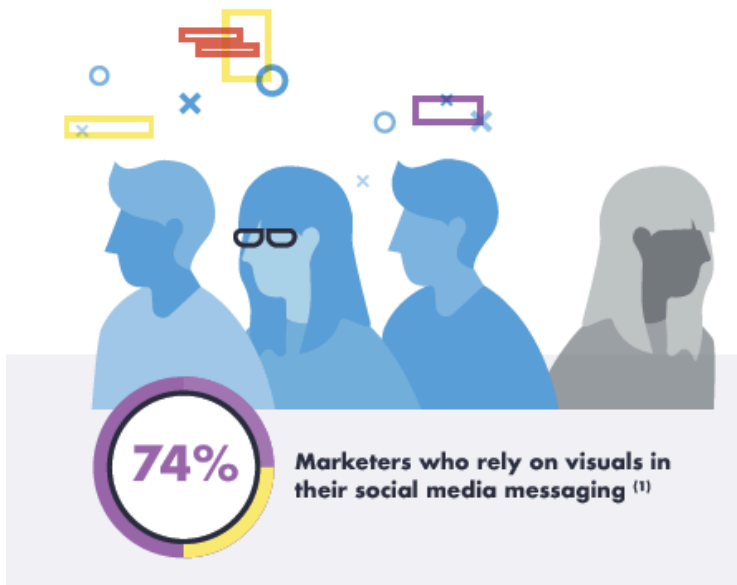


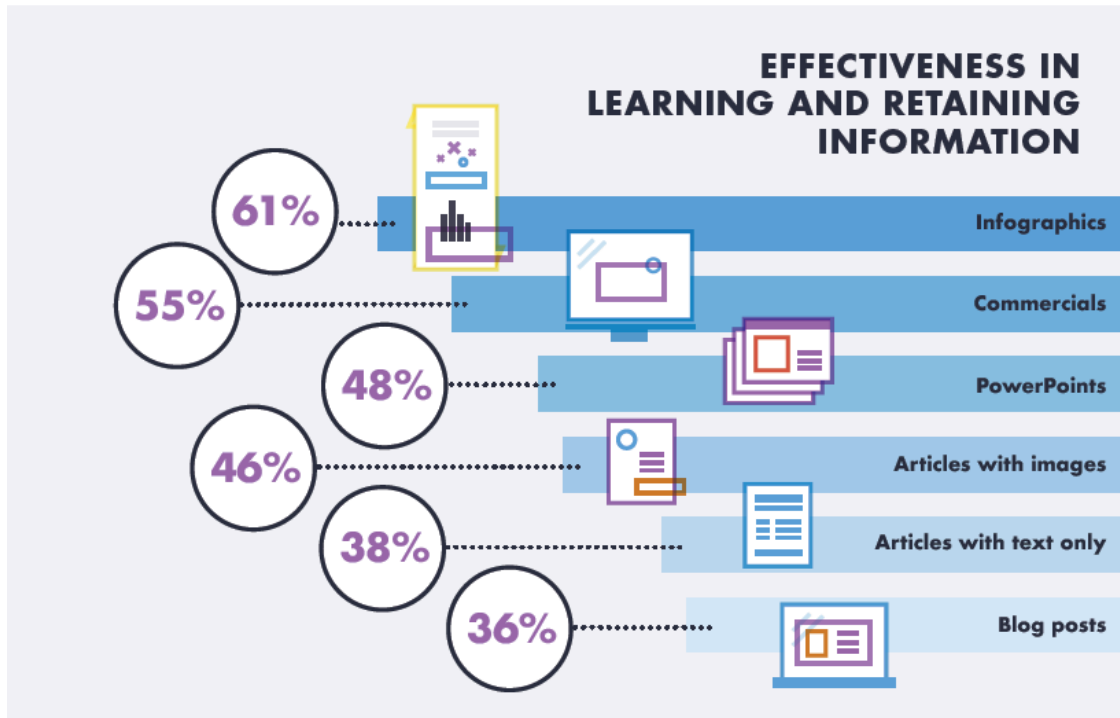
Graphic from: <https://www.marketedominationmedia.com/power-visual-content-infographic/>

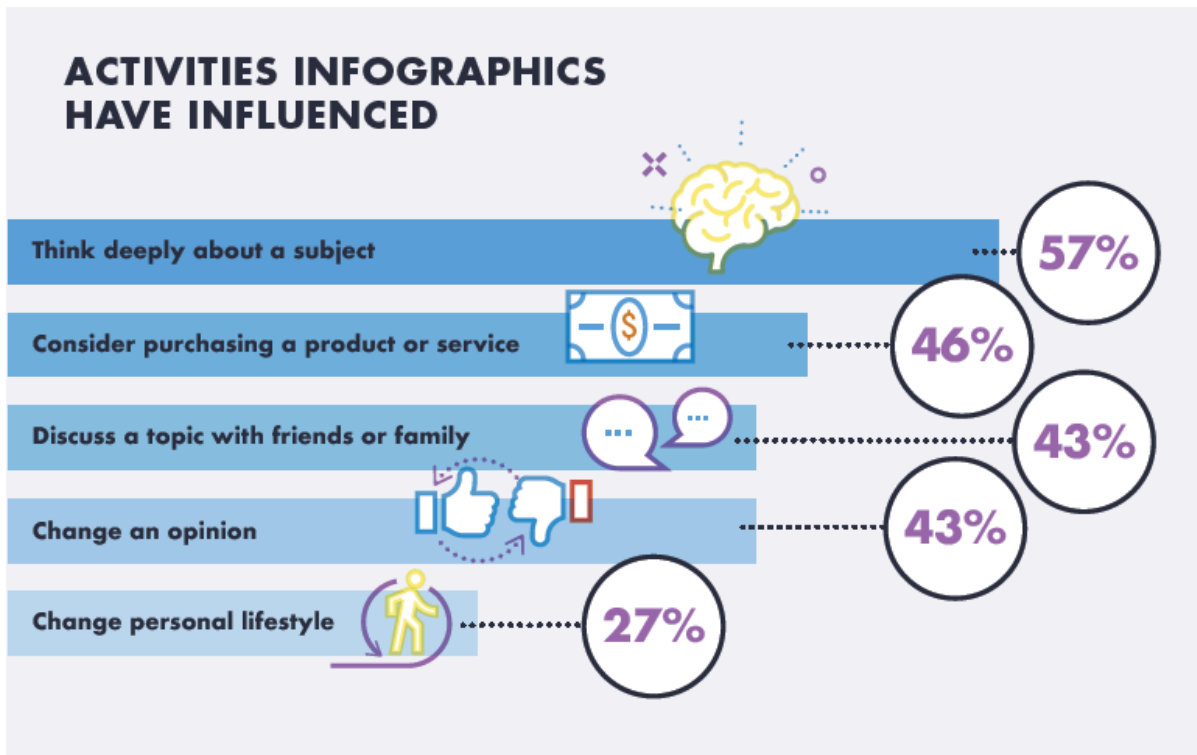


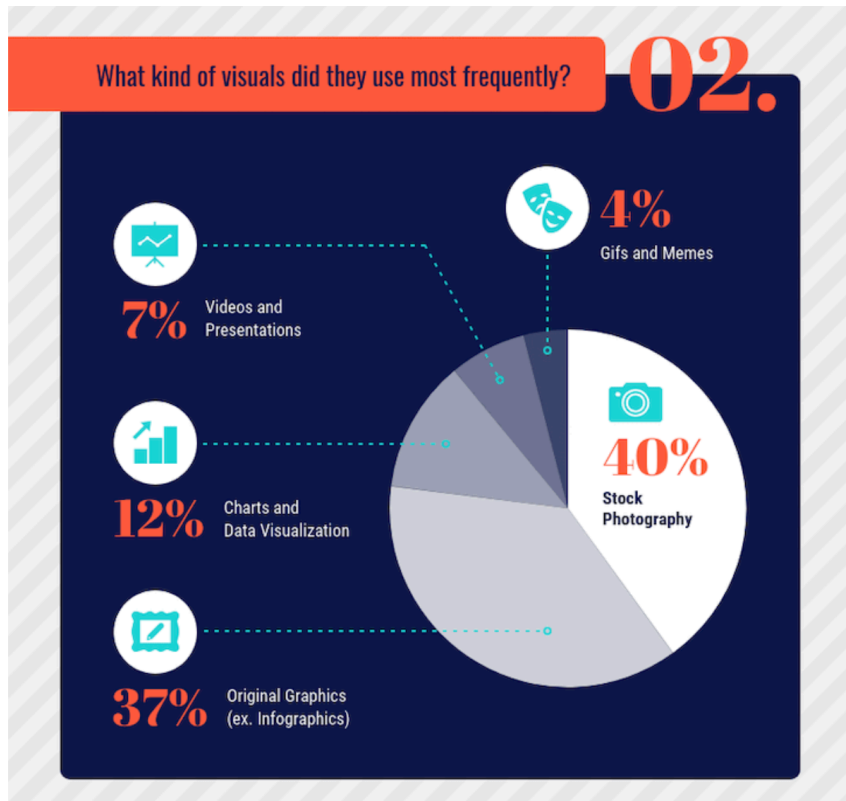
Graphic from: <https://www.marketedominationmedia.com/power-visual-content-infographic/>

Report on the State of Infographics

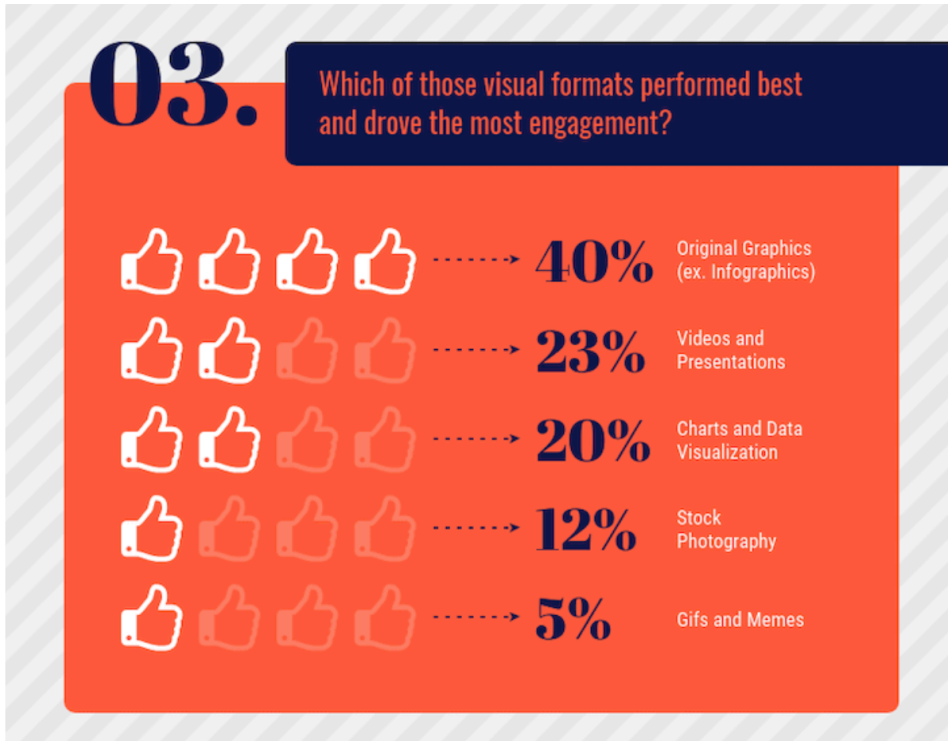








Graphic from: <https://www.impactbnd.com/blog/14-visual-content-marketing-statistics-to-know-for-2019-infographic>



Graphic from: <https://www.impactbnd.com/blog/14-visual-content-marketing-statistics-to-know-for-2019-infographic>

Healthy Adventures
with **Zippy**
the Squirrel

brought to you by: **MARYLAND FAMILY NETWORK**

WHY IT MATTERS

Zippy the Squirrel gives us the facts.

74% OF CHILDREN AGES 5 THROUGH 10 DO NOT GET ENOUGH EXERCISE

12.5 MILLION children aged 2-18 are considered obese (AND 78 MILLION U.S. ADULTS)

16.9% of US children and adolescents were obese in 2009-2010. For children with disabilities, obesity rates are approximately **38% higher** than for children without disabilities.

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only 1 in 3 children is physically active every day

60+ MINUTES OF PHYSICAL ACTIVITY IS RECOMMENDED DAILY

PHYSICAL ACTIVITY HELPS WITH:

- controlling weight
- improving psychological well-being, including gaining more self-confidence & higher self-esteem

Children perform better on **attention-focusing tasks** after short breaks of exercise.

DIET AND ACADEMIC PERFORMANCE

Educational settings are in a unique position to provide children with opportunities to learn about and practice **healthy eating behaviors**.

Adequate hydration may also **improve cognitive function**, which is important for learning.


Sources: <http://actwithresearch.org/blog/2015/01/infographic-active-kids-learn-better>, <http://actwithresearch.org/blog/2015/01/infographic-active-kids-learn-better>, <http://actwithresearch.org/blog/2015/01/infographic-active-kids-learn-better>

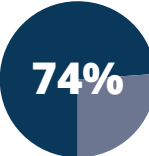


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children aged 2-18 are considered obese
(AND 78 MILLION U.S. ADULTS)


—AND—

 *only 1 in 3 children is physically active every day* 



 **74%** **OF CHILDREN AGES 5 THROUGH 10 DO NOT GET ENOUGH EXERCISE**

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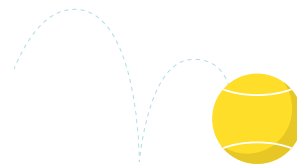


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Children
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**DIET AND ACADEMIC
PERFORMANCE**

Educational settings are in a unique position to provide children with opportunities to learn about and practice **healthy eating behaviors.**

Adequate hydration may also **improve cognitive function**, which is important for learning.

 **728**
students

93% 
achieved
social-emotional
milestones



8 in 10
achieved math and
science proficiency


 **90%**
achieved language and
literacy proficiency

FISCAL YEAR 2015

MVLS AT A GLANCE

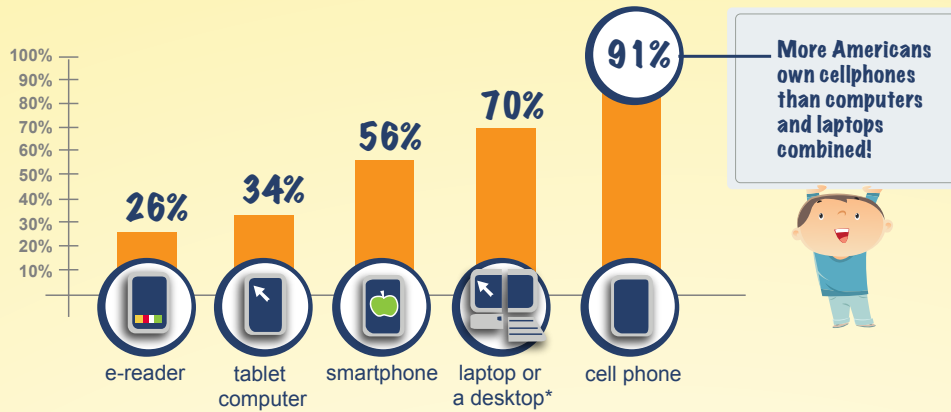
PRO BONO REPRESENTATION

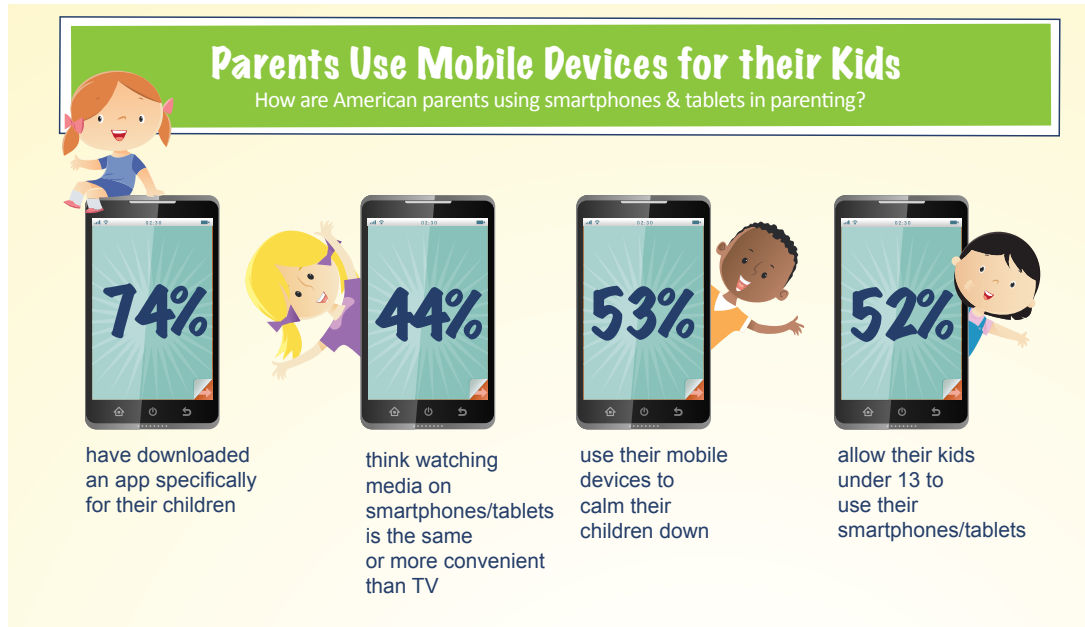
 **7,206** Marylanders who benefited from MVLS' services

\$5,298,386 
Total dollar value of volunteer hours

Connected Tech is Almost Universal

What percentage of US Adults own various connected devices?





II. Design Basics

#1 What do you want to say and who do you want to say it to?

- Who your audience is will determine how you will relay your message.
- Work for relevancy in your marketing messages. Does your message & design make sense to the audience?
- Find a trusted client or someone similar to your audience that does not know about what you are trying to communicate. Do they understand it? Is your message clear?

#2 Prioritize your information.

- Determine the most important information all the way down to the least.
- Lead your reader through the content with your design & placement.
- Make a list and match up to the following categories:

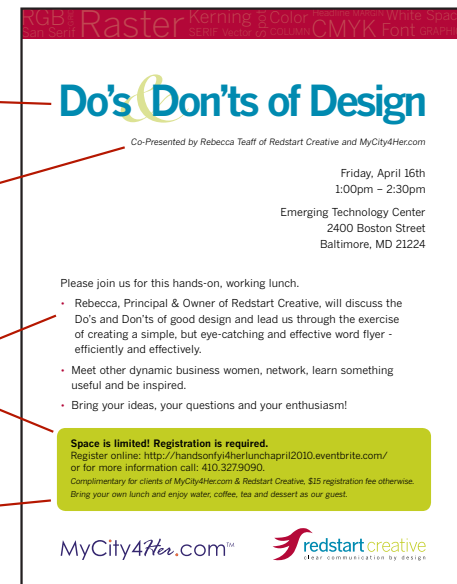
Headline - the most important content to communicate (draw the reader in with main details)

Subhead - Further explanation of the headline (give them more info to entice to read further)

Contact information - website, phone number etc.

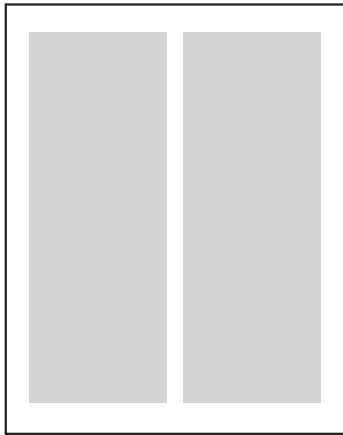
Body Copy - All the details and main content for those interested

Footnotes/Disclaimers - the fine print

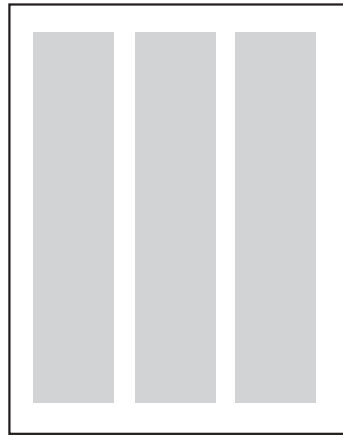


#3 Keep your design clear and simple.

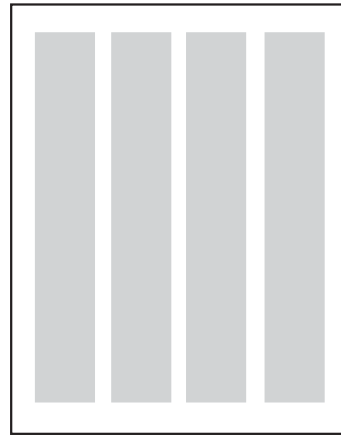
- Stick to a grid, decide 2-5 columns.



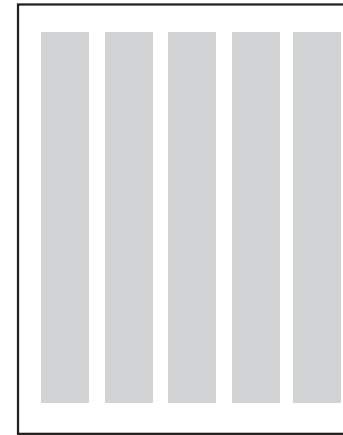
2 column grid



3 column grid

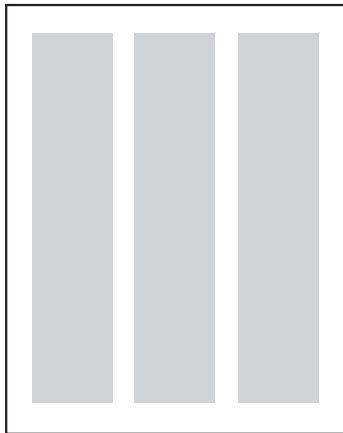


4 column grid



5 column grid

- When placing text and copy, place it within these grids.
- All layout elements should be within these imaginary guides.



3 column grid



good example



bad example

AN INTRODUCTION TO COMMERCE CORPORATION



STRICTION • MANUFACTURING • SALES EXCELLENCE • VALUE ADDED SERVICES • DISTRIBUTION • MANUFACTURING • SALES EXCELLENCE • VALUE ADDED SERVICES • DISTRIBUTION • MANUFACTURING
 SALES EXCELLENCE • VALUE ADDED SERVICES • DISTRIBUTION • MANUFACTURING • SALES EXCELLENCE • VALUE ADDED SERVICES • DISTRIBUTION • MANUFACTURING • SALES EXCELLENCE • VALUE
 ADDED SERVICES • DISTRIBUTION • MANUFACTURING • SALES EXCELLENCE • VALUE ADDED SERVICES • DISTRIBUTION • MANUFACTURING • SALES EXCELLENCE • VALUE ADDED SERVICES • DISTRIBUTION
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COMMITMENT



"Our Commerce team is focused on bringing world-class products and services to you, our customer, helping you build your business and grow your profits, year after year. We appreciate and value your business as a true partner, and all of our team members strive to make Commerce your most valued supplier."

MALCOMB CORIK, PRESIDENT

LOOK FOR US ON-LINE
 Place and track your order on-line 24 hours a day. Get retail price label management, order acknowledgments, and monthly statements at www.commercecorp.com.

TRADE SHOWS
 The largest and most complete lawn and garden trade shows in the industry are hosted by Commerce in Baltimore, Maryland and Grand Rapids, Michigan. We are the leading distributor for the best, nationally known manufacturers in the lawn and garden industry with outstanding terms and great deals. Commerce features many exclusive products available only to the independent trade.



BENEFITS

- Rapid delivery
- Our four state-of-the-art distribution centers offer huge inventory
- High profit product offering
- Professional in-store service
- Long term relationship-building with our customers
- User-friendly computer technology
- Exclusive product offerings not found in discounters or box stores

HOLIDAY DECORATION
 Our **Good Tidings** division has a 10,000 square foot, state-of-the-art showroom at our Baltimore, Maryland facility with our own brand of Good Tidings artificial trees, greens and electrical products for all of your seasonal needs.

GARDEN FURNITURE & ACCESSORIES
Commerce Global Sourcing searches the world for the newest products in furniture and garden decor. Unique designs, high quality materials, and consumer warranties help define our products as the best value found anywhere.

CUSTOM SEED BLENDS
 The Commerce Seed division has the ability to custom blend bulk seed from our Midwest facility. Introduced in 2006, our **Emerald Park Grass Seed** offers our customers a high quality, exclusive, small package grass seed line with our 100% satisfaction guarantee.

GROWING TO SERVE YOUR NEEDS
 Our most recent acquisition of J. Mollema and Son defines Commerce Corporation as the most diverse and dominant supplier in the country. Our newest capabilities include a complete professional grower division and a professional turf care division.

AN INTRODUCTION TO COMMERCE CORPORATION



<p>COMMITMENT</p>	<p><i>"Our Commerce team is focused on bringing world-class products and services to you, our customer, helping you build your business and grow your profits, year after year. We appreciate and value your business as a true partner, and all of our team members strive to make Commerce your most valued supplier."</i></p> <p><small>MALCOMB CORIK, PRESIDENT</small></p>	<p>HOLIDAY DECORATION</p> <p>Our Good Tidings division has a 10,000 square foot, state-of-the-art showroom at our Baltimore, Maryland facility with our own brand of Good Tidings artificial trees, greens and electrical products for all of your seasonal needs.</p>	
	<p>LOOK FOR US ON-LINE</p> <p>Place and track your order on-line 24 hours a day. Get retail price label management, order acknowledgments, and monthly statements at www.commercecorp.com.</p>	<p>GARDEN FURNITURE & ACCESSORIES</p> <p>Commerce Global Sourcing searches the world for the newest products in furniture and garden decor. Unique designs, high quality materials, and consumer warranties help define our products as the best value found anywhere.</p>	<p>BENEFITS</p> <ul style="list-style-type: none"> • Rapid delivery • Our four state-of-the-art distribution centers offer huge inventory • High profit product offering • Professional in-store service • Long term relationship-building with our customers • User-friendly computer technology • Exclusive product offerings not found in discounters or box stores
<p>TRADE SHOWS</p> <p>The largest and most complete lawn and garden trade shows in the industry are hosted by Commerce in Baltimore, Maryland and Grand Rapids, Michigan. We are the leading distributor for the best, nationally known manufacturers in the lawn and garden industry with outstanding terms and great deals. Commerce features many exclusive products available only to the independent trade.</p>	<p>CUSTOM SEED BLENDS</p> <p>The Commerce Seed division has the ability to custom blend bulk seed from our Midwest facility. Introduced in 2006, our Emerald Park Grass Seed offers our customers a high quality, exclusive, small package grass seed line with our 100% satisfaction guarantee.</p>	<p>GROWING TO SERVE YOUR NEEDS</p> <p>Our most recent acquisition of J. Mollema and Son defines Commerce Corporation as the most diverse and dominant supplier in the country. Our newest capabilities include a complete professional grower division and a professional turf care division.</p>	

- Use one to two fonts, three maximum. If you are using 3 the 3rd font should be used minimally. Usually a nice combination is a serif & sans serif font. A script could be used sparingly as an accent.

A f l s

Sans Serif

A f l s

Serif

Serif —————

Sans Serif —————



- When choosing your fonts, keep in mind the mood of the piece, professional, casual, quirky?



Quick Tips

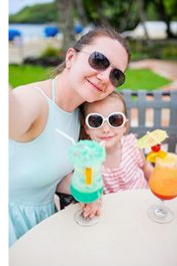
Contrast - Make sure your colors have enough contrast for legibility.

Alt Tags - Alt tags should be listed on all images and animations.

Multimedia (video and audio files such as podcasts) - Provide captioning and transcripts of audio, and descriptions of video.

Hypertext links - Use text that makes sense when read out of context. For example, avoid “click here.”

Attachment Details
< > ×



Edit Image

File name: mock-party.jpg
 File type: image/jpeg
 Uploaded on: June 3, 2016
 File size: 10 KB
 Dimensions: 170 x 265

URL

Title

Caption

Alt Text

Description

Accessibility

Web accessibility means that people with disabilities can use the Web. More specifically, Web accessibility means that people with disabilities can perceive, understand, navigate, and interact with the Web, and that they can contribute to the Web.

Web accessibility encompasses all disabilities that affect access to the Web, including visual, auditory, physical, speech, cognitive, and neurological disabilities.

For a full list of the W3C Accessibility Standards please visit: <http://www.w3.org/WAI/intro/people-use-web/principles>

The screenshot displays a website layout with several key sections:

- Navigation/Programs:** Two buttons labeled "Adult Programs" (with a person icon) and "Children's Programs" (with a smiley face icon).
- Content Area:**
 - Determination and Success: Abigail's Story:** A text block followed by a "LEARN MORE" button and a video player titled "MAKERS" showing a woman speaking.
 - Social Media:** A section with Facebook and Twitter icons, and a "Like Page" button.
 - The Arc of Prince George's County:** A featured article with a "38 mins" duration, discussing the state of Maryland's commitment to education for children with disabilities.
 - Events Calendar:** A calendar for March 2017, with the 16th highlighted.
- Accessibility Controls:** Two vertical panels on the right side of the page, each containing "-A", "A", and "+A" buttons for font size adjustment.

III. Design Your Infographic

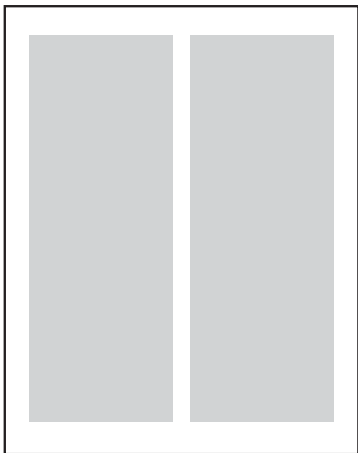
STEP 1

Pull 3-5 key stats you want to share.

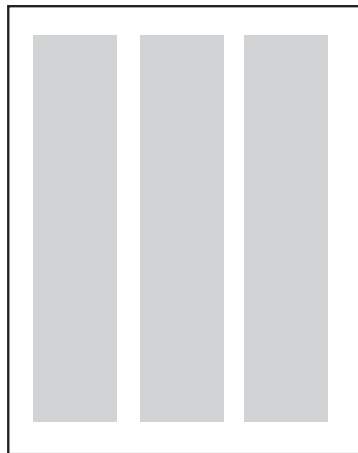
- Keep them brief - phrases not sentences.
- Pull out main word or idea that can be used for graphic.

STEP 2

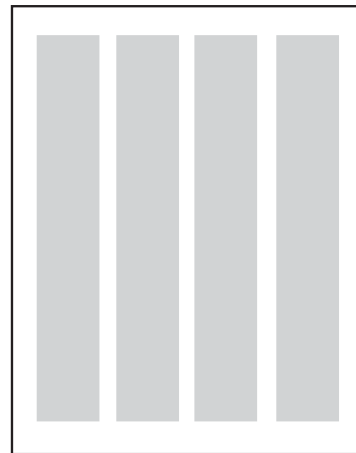
Pick a grid, 2, 3, 4 or 5 columns.



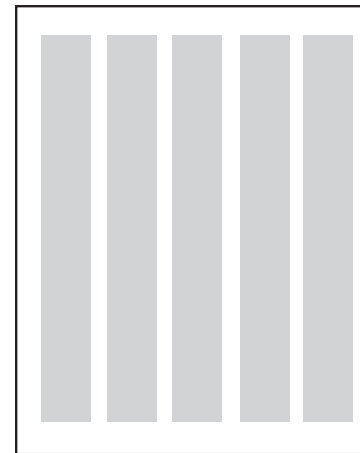
2 column grid



3 column grid



4 column grid



5 column grid

STEP 3

Pick a color scheme.

- This can be your brand colors, program colors and additional colors. Adobe Color is a great tool to help find colors:
<https://color.adobe.com/create/color-wheel>

Logo Colors



PMS 108



K

Secondary colors



PMS 370



PMS 159



PMS 307

STEP 4

Select icons or graphics.

- This can be from a stock photo or icon site or your own computer.
<https://www.iconfinder.com> or <http://www.istockphoto.com>
- If you can't find the right icon you can always pull out a word and give that a graphic treatment like larger and all caps.



STEP 5

Pick your fonts, stick to two max. One is enough if you vary type weigh and Uppercase and lowercase.



STEP 6

Start the layout.

- You can layout each stat as a single item or group in a larger info graphic. It is important that each stat reads as a its own unit while being part of the group.
- Determine where each stat will “live” in your grouping. Start with the first one and build around it.
- Each stat will need a focal point like a large icon or word that text is grouped around.
- You can use InDesign, Publisher or other online layout tools like www.canva.com or <https://piktochart.com>
- Venngage has a whole group of templates by type of infographic <https://venngage.com/blog/9-types-of-infographic-template/>

Questions?

Resources

On Infographics

<https://blog.hubspot.com/marketing/visual-content-marketing-strategy#infographic>

<https://www.impactbnd.com/blog/14-visual-content-marketing-statistics-to-know-for-2019-infographic>

<https://infographicworld.com/project/the-state-of-infographics-2017/>

<http://www.marketdominationmedia.com/power-visual-content-infographic/>

<https://venngage.com/blog/9-types-of-infographic-template/>

Creating Infographics

<https://piktochart.com/>

<https://venngage.com/>

<https://color.adobe.com/create/color-wheel/>

<https://www.iconfinder.com/>

<http://www.istockphoto.com/>

Graphic Design Resources

<http://creativecurio.com/graphic-design-glossary/>

<http://www.adigitaldreamer.com/2/graphicdesignglossary.htm>

5 Dumb Design Mistakes That Crush Copy (And How to Fix Them)

<http://ow.ly/174dSf>



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