



# ***! Making an engaging social media post !***

*In 8 steps*

*A tutorial by Jayce Rodrigues*



# #1: Program

So long as your post is visually engaging, typically it does not matter what program you're using, although, for a student and especially for someone beginning with graphic design, you want to use Canva or Adobe Express. These programs not only have easy to use UI, but free stock photos and icons to use at your discretion.



*(although I will mention, both programs have options locked behind some sort of subscription or premium, however you have access to both programs in full as a student)*

## #2: Promotion

Next depends on what you're promoting, and how? To who? Your graphics need to reflect the audience you're wanting to promote to.

If you want to promote something with an external site link, then especially on platforms like Instagram, you want to make sure your links are concise (you can use Bit.ly or shorturl), and on the graphic post itself, you should use a QR code of sorts.

Canva & Adobe  
Express also  
both have free  
QR generators! :)



Canva

<https://www.canva.com> > qr-code-generator

### Free QR Code Generator - Create QR codes with ease

Canva's **Free Online QR Code Generator** lets you create custom QR codes in a few clicks. Download or embed your QR code into any Canva design.



Adobe

<https://www.adobe.com> > express > feature > image > q...

### Free Online QR Code Generator | Adobe Express

### #3: Design choices

As stated earlier, you want your post to reflect your audience, it would be hard to connect to, for example, people going to a high-end rich event if you don't use the matching kind of graphics.

This goes beyond just photos, you want matching fonts too

**You wouldnt advertise a formal Rich People Party (ages 60+) with THIS font, would you?**

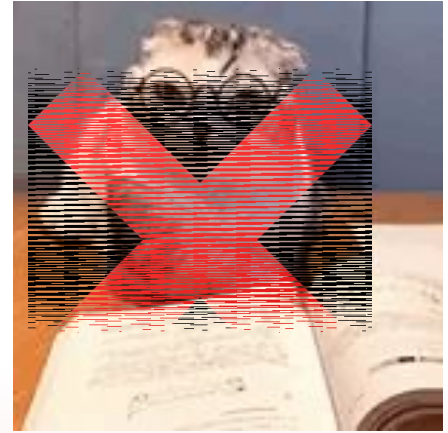
Maybe you'd want to go with something like this? *Or something like this.*

## #4: Words

*TRY not to put a bunch of words on your social media posts! We as people do not like a lot of words and having to read a lot*

*Unless your post is directly quoting somebody, you should try and keep your point concise! You can even direct people to message you if available about more in-depth information if you already have an interesting premise. Humans are very visual creatures and are more keen on visual guides to help us, especially when we are scrolling through social media.*

*For example, with your rich people party (ages 60+ only) you shouldn't give us an essay about the attire or the kinds of people who should come. If its interesting, then you should make sure you headline your most interesting aspects in as few words as possible, so then people will then be more likely to ask about your event.*



**TL;DR: don't write THIS much on your post... Keep it Simple, Stupid!**

## #5: Photos (& colors)



*As stated earlier, we're more visual creatures! If you want more views on your post, and more engagement, make sure it has people's' visual interest. Memes & GIFS (if possible) are probably going to be your best friend, since its the easiest way to capture the most people's' attention.*

*ALSO REALLY IMPORTANT:*



*Even for school promotions, you*

*Need to make sure that whatever media you use for your post is 100% creative commons, otherwise they will sue you! And usually people do not have the time or money for a lawsuit during the school year.*

## #6: Where/when to post (& Crossposting)

Crossposting is also extremely important.

When you should post depends on your audience and/or the most prime time for social media apps is locally in your time. Usually social apps will spring up around 3-5pm in any respective time zone due to it being when school gets off for most people along with work.

You may also at that point want to crosspost, so think about what Platforms your brand uses the most and what formats the need, And prepare to reformat your post in order to fit the needs of The platform

(some posts may need to have a separate video due to platforms Like Tiktok being generally very video-reliant.)



## *#7: Metrics*

Your metrics are super important, they help you decide how you should go about all these other factors previously mentioned. Usually you can see basic metrics like how many people liked your post and shares in any base app, and on any other 3rd party software, you may see any extra data. However just as a note: often these kinds of sites are not free, they may have premium features and some may not, and some are up to personal preference on what you use.

Use your metrics to determine how, when, and what you post!



## *#8: Any other social media post*

Things such as videos or other kinds of social media posts also require this sort of thinking, even if it is not inside of exclusively Canva or Express

Overall, your takeaways for graphic social posts & any other posts for that matter should be this:

- 1) Keep it concise!
- 2) Keep it visually appealing
- 3) Keep it on-theme & eligible