

CREATING EFFECTIVE MEMES

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INTRODUCTION

- A. Because of the need to build platform, writers need to develop skills in creating images.
 - 1. Don't worry – you're already half-way there if you already create with words.
 - 2. Marrying words to a great image is a key skill.
 - 3. This class is NOT a photography course.
 - a. There's no need to recreate the wheel.
 - b. Learn what makes a great image, and then choose a free one that's already created.
 - c. However, once you learn some image basics, it's easier to shoot your own.
- B. Great SM images are a window into your world.
 - 1. They create your brand.
 - 2. They communicate your ideas.
 - 3. They help you make connections with readers.

CREATIVE PROCESS

- A. Decide what you want to say.
 - 1. Your message needs to be strategic, chosen to advance the purpose of your brand.
 - a. Make 'em think?
 - b. Make 'em laugh?
 - c. Make 'em wonder?
 - d. Make 'em want!
 - 2. The best images evoke an emotional response.
 - a. You choose the emotion you want them to feel, then post an image that evokes it.
 - b. Writers' images should tell a story.
- B. Select a good image.
 - 1. Be sure it's not copyrighted.
 - 2. Be sure it's high enough resolution.
 - 3. Study lighting, composition, etc. to recognize a good photo.
 - 4. Make it personal.
- C. Elements of a good image.
 - 1. Lighting (contrast) – dramatic, subtle, etc.
 - 2. Saturation – heavy or light?
 - 3. Composition
 - a. Balance.
 - b. Focal Point/leading lines.
 - c. Focus.

4. Rule of 3 – important for SM images
 - a. Divide an image into thirds, both vertically and horizontally.
 - b. Lets you create portrait image for IG stories then use same image for square apps (Facebook, IG feed)
- D. Improve an image from good to great.
 1. Change the lighting.
 2. Improve the saturation.
 3. Composition/Rule of 3
 - a. Crop it.
 - b. Center it.
 - c. Use Rule of 3.

CREATE AN IMAGE WITH PHOTOPEA – Watch this tutorial, then attempt to make your own image.

Site: www.photopea.com

20-min tutorial: <https://www.youtube.com/watch?v=E2kMCYEvthE>

8-min tutorial: <https://www.youtube.com/watch?v=7Wui2YRV9dk>

- A. What do we want to say?
- B. Select a size.
 1. Different platforms have their own specs.
 2. Create IG story image first, portrait orientation 9 x16.
 3. Contain text in square so image can be cropped. Rule of 3 is important here.
- C. Think/build in layers, back to front.
 1. Background – don't forget it can be lightened with transparency to heighten drama.
 - a. May use several images, including video, to create background.
 - b. Background removal tool helpful, or find images with transparency built in (png, tiff)
 2. Insert Text.
 - a. Place and size text with an eye for balance.
 - b. Boxes for text, if necessary.
 - c. Text (effects, if helpful.)
 - d. Choose a good font, take care with readability.
 - i. Be consistent – choose one block font, one script. Example – RD image
 - ii. Be sure text is the right size.
 - iii. Be sure text has appropriate contrast. If not, use highlighting.
 - e. Don't over-write.
 - f. Don't forget your website.

CONCLUSION

- A. Once you've created your image, you must implement a strategy for posting it.
- B. Natural partners
 - 1. Instagram, Facebook, and Pinterest can all accept the same image dimensions.
 - a. IG feed: 1080x1080; duplicate to Facebook post and Pinterest pin.
 - b. IG stories: 1080x1920; duplicate to Pinterest pin.
 - 2. Twitter image can also be used on Facebook.
 - a. Twitter in-stream photo: 506 x 253; duplicate to Facebook post.
- C. Ideal number of posts/day for each platform: <https://louisem.com/144557/often-post-social-media> .
 - 1. Facebook: 1-2.
 - 2. Twitter: 15. Not all need an image. Retweets count. 5-3-2 rule: 5 from others (curated), 3 content original to you, 2 status updates.
 - 3. Pinterest: Optimum: 11; 1 original pin; 10 repins.
 - 4. Instagram: 1-2; 1 IG story daily.
- D. Don't get overwhelmed – learn as you go!

Links:

For licensed photos:

Unsplash: <https://unsplash.com/>

Pexels: <https://www.pexels.com/>

Pixabay: <https://pixabay.com/>

Learn photo composition:

<https://petapixel.com/2016/09/14/20-composition-techniques-will-improve-photos/>