

# The Guide

powered by 

## to March Social Media

### Awareness Days

**Whole  
month**

National Nutrition Month  
Marie Curie Daffodil Appeal  
Developmental Disabilities  
Awareness Month

**2nd**

World Book Day

**8th**

International Women's Day

**9th**

University Mental Health Day

**10th-19th**

British Science Week

**17th**

St Patricks Day

**19th**

Mothering Sunday

### Top Tips

# How to make social media graphics



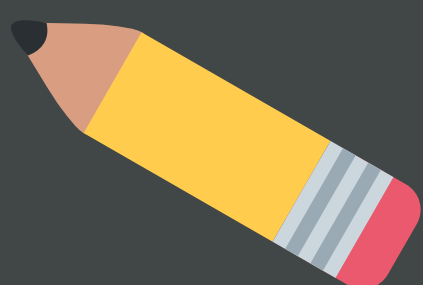
Graphics are defined as any visual content that are shared on social media, and are a crucial part of the social media marketing sphere. Graphics offer a unique opportunity to showcase content in a way that can't be done with copy alone, and must therefore be designed in a way that delivers the best impact.

In this months edition, we're going to be discussing our top tips on how to design impactful and professional social media graphics.

## Understand your brand image

Making sure that your social media graphics fit in with your overall brand image is essential in order to keep content uniform and consistent.

We recommend putting together a **brand kit** - a document that outlines the key features of design to be used by a company, which includes details such as suitable fonts, colours, images and logos.





## Use the right software

There are dozens of graphic design software options available online, however you don't always need to use expensive products. Canva is a free graphic design tool containing hundreds of design templates ready for you to use

## Choose the right size template

Using the proper sized template ensures that your design will fit the sizing of your chosen social media platform. Not doing this can sometimes lead to a graphic not posting properly, or even not posting at all.

## Get creative



Within the parameters of your brand kit, it's time to get creative! Use a combination of text-only and photograph graphics to convey different messages. Try using different elements, such as speech bubbles for quotes and arrows to highlight points.

Looking for graphic design advice?

Talk to our experts.

# #trending

Explore the top industry-related topics being searched for on Google

family activities



swimming lessons



sports nutrition



home workout



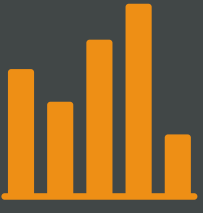
gym workout plan



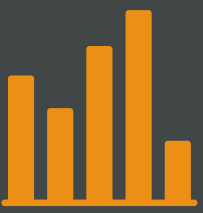
fitness tracker



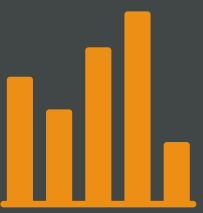
# Social media statistics



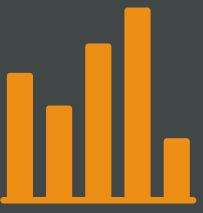
Over **4.74 billion** people across the world use social media



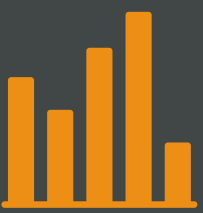
In 2022, the number of social media users increased by **4.2%**



Over **93%** of internet users are social media users



People spend an average of **2 hours and 28 minutes** per day on social media



Women aged **16-24** years old use social media the most

*See you next month!*