

Infographics:
How to easily
turn content
into visuals
people will
want to like
and share

7 TIPS for identifying images in your words.

*There are many elements you can leverage for
communicating your words through an infographic.*

1 Find copy that
can be turned
into charts
or graphs –
to make it
scannable.



4 Represent 'things'
with imagery.



2 Use color for differentiation.



5 Use pictograms to convey
percentages or ratios.



3 Try creating unique
illustrations that tell the story.



6 Let icons do
the talking.



7 Use
callouts
to grab
attention.



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6 STEPS to go from words to pictures.

- 1 Read through the content and identify the type of infographic you think it is.
- 2 Edit, edit, edit!
- 3 Identify the words that can be images or are asking for a graphic treatment.
- 4 Are there numbers? Consider ways to make them scannable via font sizes or graphs/charts.
- 5 Are there any steps that are delineated? If so, is there a way to abbreviate/ make them clearer?
- 6 Create a writer's rough.

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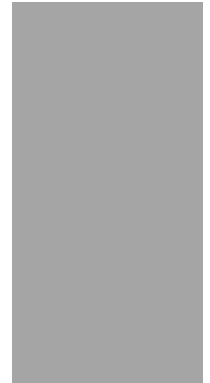
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What size should I start with it?^{*}

For posting on the Internet

600 x 1800px or taller



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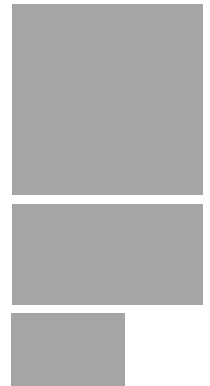
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Social Media Properties

1200 x 1200px

1200 x 627px

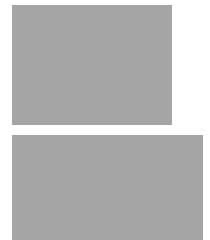
736 x 1128px



Single-pager

720 x 540px

960 x 540px



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** There is no one standard size. Search Google for latest sizes for each Social Media property.*

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Inspiration

DailyInfographic.com

Visual.ly/blog

CoolInfographics.com

VisualNews.com

Stock

Photos

iStock.com

123rf.com

Morguefile.com FREE!

Icons/Graphics

TheNounProject.com

FlatIcon.com



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