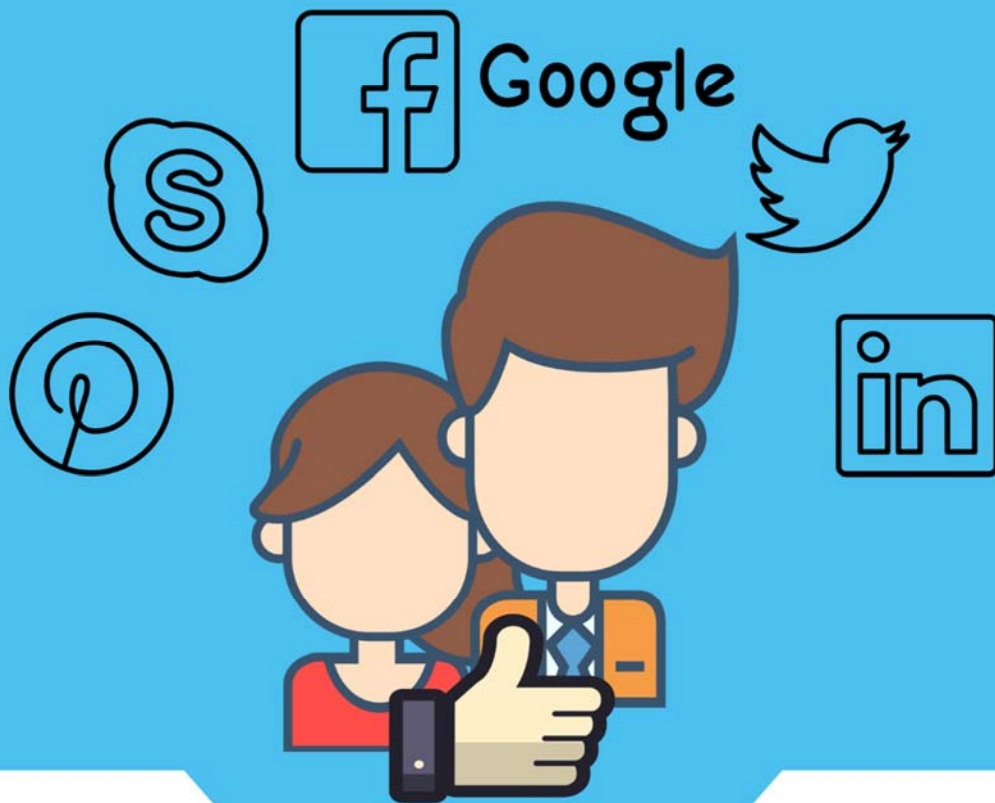


DigiYouth training material

# Social media



## Content

### 1. Social media

- 1.1. What is Social media?
- 1.2. Your audience
- 1.3. Find the right network for you
- 1.4. 16 kinds of social media content Your followers will love to share
- 1.5. Top mistakes in social media
- 1.6. New Social Media Features That You Should Know

### 2. Visualization tools

- 2.1. Graphic design tools to make posters, comics, characters and gif images, infographic

## 1. Social media

### What is Social media?

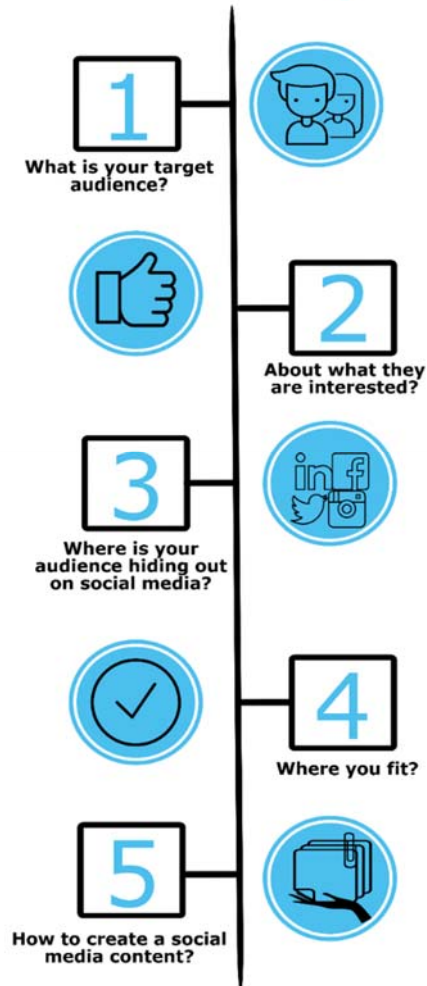
"Social media" is a way for people to communicate and interact online. While it has been around since the dawn of the World Wide Web, in the last 10 years or so we've seen a surge in both the number and popularity of social media sites. It's called social media because users engage with (and around) it in a social context, which can include conversations, commentary, and other user-generated annotations and engagement interactions.

### Why I need it?

Over the last several years, there has been an explosion of growth in popular social media platforms like Facebook, Twitter, Google+, LinkedIn, YouTube, Pinterest, and many others. The internet and social media provide you with a range of benefits, and opportunities to empower themselves in a variety of ways. You can maintain social connections and support networks that otherwise wouldn't be possible, and can access more information than ever before. The communities and social interactions form online can be invaluable for bolstering and developing young people's self-confidence and social skills.

### First steps to make social media strategy

## First steps to make social media strategy



### Your audience

#### What is your target audience?

This is the most important thing! Know your target audience. You may be working very hard, but in the end, results will suffer if you are aiming in the dark.

## About youth audience



Youth do use social media platforms, but mostly for reading news and getting updates

They publish posts less frequently than adults



They want to know what's going on, but they don't feel a need to say what's going on with them. Because they choose to be more private on social media tools

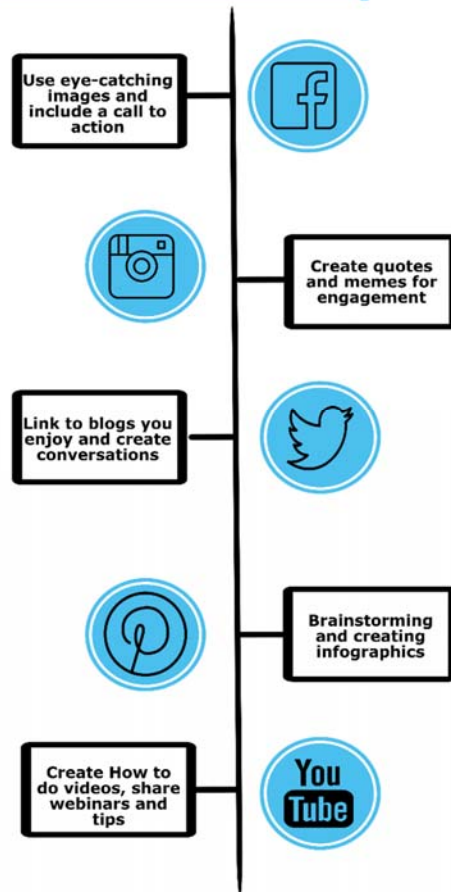


They mostly use groups on the platform to catch up with friends, share photos and news

## About what they are interested

*Quality* trumps quantity any day. Posts valuable and fun information in a cool way. Be their friend, not a spammer. Show that you care for them on Facebook and that you respect how they use the platform. Don't try to change their behaviour, but try to inspire them into doing something else on Facebook than they normally do.

## Types of content to share on social media



## Find the right network for you

Maybe you know the top 3 or even the top 5 social networking sites, but do you know what's happening behind them?

An easy way to figure out which social networks to be on is by simply asking where's my audience's attention? If they're not on Pinterest, there's no need to spend a bunch of time and energy there. Check out our social media marketing guide to help decide which network is best for your brand.

Another good litmus test for which networks to choose is by asking yourself what value you can bring to the network. If you can't create content that people on the network want to see, put your efforts elsewhere.

If you have the time and resources to make outstanding videos, then you should definitely have a presence on YouTube so you can share those videos across the networks your audience loves most. If you don't have the

bandwidth for video production, get off of YouTube and don't feel guilty about not being there.

Remember, you don't have to take on everything at once. Start out with one or two profiles. If you see success and have time to expand, then slowly add other networks.

### Where is your audience hiding out on social media?

Age group of 15-24 are the highest number of social media users.

Instagram is now the most popular photo-sharing site among teens age 12-17. One million of them visited the site last July alone.

Add to that the 93% of social media-using teens who have a Facebook account (according to Pew Internet research), and the 16% who use Twitter (a figure that has doubled in recent years).

But to connect with a youth target market, you must do more than simply have a presence on the sites they use. *You must also pay attention to what motivates and inspires them* (this content examples you will see in next chapter).

## Facebook



**Facebook** is a popular free social networking website that allows registered users to create profiles, upload photos and video, send messages and keep in touch with friends, family and colleagues. According to statistics from the Nielsen Group, Internet users within the United States and Europe spend more time on Facebook than any other website.

It's easy to get started on Facebook because almost all content format works great on Facebook — text, images, videos, live videos, and Stories. But note that the Facebook algorithm prioritizes content that sparks conversations and meaningful interactions between people, especially those from family and friends.

## Facebook

Facebook's breakdown by gender is 55% female and 45% male



The average user is 24-34 years old



Over 300 million photographs uploaded to Facebook every day



The average Facebook user has 229 friends



Posts and pages on Facebook are liked 4,5 billion times each day



Internet users spend more time on Facebook than any other website



What and how often should you post

## Rules everyone needs to know before posting on **Facebook**

- #1 Always keep it positive
- #2 Make your posts informative by giving "tips" and including links
- #3 Always include images and your logo
- #4 Keep your posts mobile friendly
- #5 Thank and reward your fans
- #6 Always respond to comments
- #7 All of your posts need to be engaging
- #8 You should be posting 5-10 times per week
- #9 Get feedback from your fans
- #10 Develop a consistent tone



### Etiquette tips and guidelines

Like offline social interactions, Facebook has its own set of unwritten do's and don'ts for users to follow. Facebook is, first and foremost, a social network built to help users stay connected with one another.

Here are a few tips to get you started with proper Facebook etiquette:



## Etiquette tips and guidelines



### Don't spam:

Always be tactful, classy, and do not spam. This includes sending mass-event invites and messages and invitations to like your pages from your personal account.

### Respond:

Response times are going to vary based on the issue and the product in question, but in social media timeliness is critical. Users expect things to happen much faster on social channels than on more traditional web channels like email.

In most cases, same-day responses are required. Don't ever let your community feel like they've been forgotten.



### @Name:

If you want to call out another public Facebook page or user, you can directly link to their Facebook page, which also notifies them that you're talking about them, by putting an @ and then typing their name. (Facebook will help your selection with a drop-down.) This also makes it clearer to whom you're addressing. Note that private users can't be called out in this way unless you're replying to a comment they left on your page.

### Highlight important posts:

If your organization has any very important updates; e.g. event, change; you can highlight them in your page's timeline. This expands the post to both columns, and may get these important updates further into people's News Feeds.



### Messages:

People can send your page private messages. You'll find the most of these messages will be customer service-related, so make sure to check them. The messages section functions like an email inbox.

### Posting:

While many social media tools allow you to post from them to Facebook, you'll have the best results by posting directly to Facebook from Facebook itself. Facebook's algorithm biases toward post that originate from its own interface. Responses and comment moderation, however, can be done via social management software without issue.

[Facebook Sponsored Posts vs. Facebook Ads: Which is Best for Your Business?](#)

Youtube



**YouTube** is a video-sharing platform where users watch a billion hour of videos every day. To get started, you can create a YouTube channel for your brand where you can upload videos for your subscribers to view, like, comment, and share.



## What and how often should you post

### Rules everyone needs to know before posting on **Youtube**

- #1 Give your videos proper titles
- #2 Prepare for the shoot
- #3 Avoid placing annotations where they cover your face or other important parts of the video
- #4 10% of top 100 brand videos are 10 min long
- #5 Smile during Your videos
- #6 Add a channel icon
- #7 Add links to your blog and social media
- #8 Enable related channels
- #9 Create good thumbnails
- #10 Send people to your YouTube channel

A black rectangular graphic with a blue circle on the left containing the text "TIMING MATTERS". To the right of the circle, the text reads: "Best day: Thursday Friday" and "Best times: 2PM 3PM 4PM".

## Etiquette tips and guidelines

### Etiquette tips and guidelines

#### Build trust by respecting the user:



Trust is essential. It's not good enough to create cause-worthy videos and upload to your YouTube channel, or direct users to relevant landing pages hoping they'll convert. Those strategies are lazy and selfish, and it tells users you aren't considering them or their motivations for engaging on the platform. They will immediately write you off and all content that comes from you after trust has been broken. Make your first goal to build loyalty and respect through content that your users want engage with.

#### Connect deeply and authentically:



You have limited time and chances to engage your audience. Make sure you tell an authentic story that inspires people. That makes them believe in your cause or passion. That moves them enough to share it themselves and tell all their friends.

#### Take creative risks:



It's hard to create inspiring campaigns and content unless you have a creative component to your videos that catches people's attention. You can have a good message that's advocating an honorable cause, but if you can't execute, then it'll go nowhere. This requires a deep understanding of what interests and motivates your audience.

## Instagram



**Instagram** is a mobile, desktop, and Internet-based photo-sharing application and service that allows users to share pictures and videos either publicly or privately. It is now the most popular photo-sharing site among teens age 12-17. One million of them visited the site last July alone.

## Instagram



31 percent of female internet users are on Instagram, compared to 21 percent of male internet users



Over half of all 18 to 29 year olds in the Europe are on Instagram



Instagram has about 400 million active daily users...



The most popular photo on Instagram has close to 6 million likes



48.8 percent of brands are on Instagram



The most popular hashtags in general are:  
#love #instagood  
#photooftheday #tbt  
#beautiful #cute  
#me #selfie



What and how often should you post

## Rules everyone needs to know before posting on **Instagram**

- #1 Complete Your profile
- #2 Use hashtags
- #3 Engage, engage, engage
- #4 Take followers with You
- #5 Show off Your events, products, etc
- #6 Introduce Your team
- #7 2-3 posts a day
- #8 Encourage instagram contests
- #9 Take relevant photos
- #10 Take great photos

**TIMING MATTERS**

**Best days:** Monday  
Thursday

**Best times:** 2AM  
8-9AM  
3PM

## Twitter



**Twitter** is a free microblogging service that allows registered members to broadcast short posts called tweets. Twitter members can broadcast tweets and follow other users' tweets by using multiple platforms and devices.

# Twitter



Twitter users over-index as female compared to the rest of the Internet's base (55% f vs. 45% m)



72% of the active users on Twitter are between 18-49 years old



Twitter now uses only the bird as its logo. A little-known fact: The bird's name is Larry



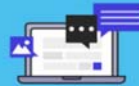
A large number of Twitter users 70% have at least some college education



Twitter is what's happening in the world and what people are talking about right now



On November 7, 2017, the messages was doubled to 280 characters



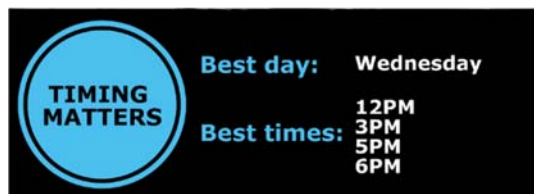
What and how often should you post

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## Rules everyone needs to know before posting on **Twitter**

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- #1 Engage Your followers
- #2 Use proper grammar
- #3 Tweet at people and businesses
- #4 Use retweets
- #5 Use hashtags
- #6 Keep it concise
- #7 Join conversations
- #8 Discuss trending topics
- #9 Search for relevant topics
- #10 Limit selfpromotion



### Etiquette tips and guidelines

Like any social interaction, Twitter has its own set of best-practices to follow in order to be successful. Here are a few tips to get you started:



## Etiquette tips and guidelines



### Don't spam:

Be sure to keep your tweets relevant, helpful to followers, and spam-free.

### Hashtags:

By using #hashtags, you're exposing yourself to a wider audience. Many people follow conversations using various hashtags, but possibly won't be following you. Hashtags are meant as a shortcut to explain what your tweet contains or to show you're part of a conversation or event.



### Shortening links:

Twitter now auto-shortens your links, but you should consider using a separate shortening service with built-in analytics, as it will allow you to track clicks of your content that don't point back to your own web properties. Bit.ly is good options.

[21 Top Social Media Sites to Consider for Your Brand \(https://buffer.com/library/social-media-sites\)](https://buffer.com/library/social-media-sites)

## Social doesn't stop there



### Twitch

Twitch is the world's leading live streaming platform for gamers and the things we love. There You can watch and chat with millions of other fans from around the world.

[Twitch Pre-Stream Checklist.](https://medium.com/the-emergence/twitch-pre-stream-checklist-7b0029516115) The nine things you need to have ready before you start streaming. (https://medium.com/the-emergence/twitch-pre-stream-checklist-7b0029516115)





## Pinterest

Pinterest is a social curation website for sharing and categorizing images found online. Pinterest requires brief descriptions but the main focus of the site is visual. Clicking on an image will take you to the original source, so, for example, if you click on a picture of a pair of shoes, you might be taken to a site where you can purchase them. An image of blueberry pancakes might take you to the recipe; a picture of a whimsical birdhouse might take you to the instructions.

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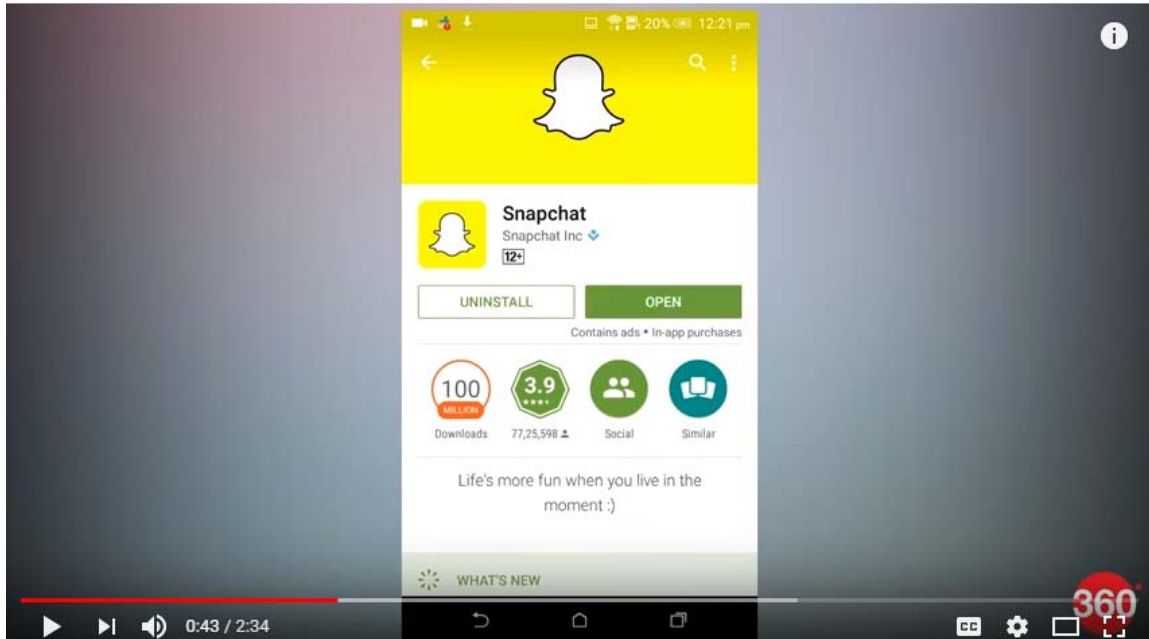
## SnapChat

Snapchat is one of the most popular social apps today. To make a long story kind of short, Snapchat is an app that truly changed how people interact with friends compared to other popular social networks like Facebook and Twitter. Not everyone gets it — particularly older adults — but Snapchat sure is all the rage among the youngest smartphone users, including teens and young adults.

Snapchat is both a messaging platform and a social network. It can't be used from the regular web and exists only as a mobile app you can download to your iPhone or Android smartphone.

Users can “chat” with their friends by sending them photos, short videos up to 10 seconds long. You can sort of think of it to be like texting with pictures or videos. Text chats and video calls are two other features that were added more recently to the app.

One of the most unique things about Snapchat is the ephemeral components of all the content that gets shared on it. Photos and videos essentially disappear a few seconds after they've been viewed by their recipients.



Video <https://www.youtube.com/watch?v=tUrq2sWvkOc>

## 16 kinds of social media content Your followers will love to share

16 kinds of social media content Your followers will love to share

1) *fun Holidays* – There's a unique holiday for every day of the year and why not celebrate every day



**Tools to get started:** there will be some of them <https://www.timeanddate.com/holidays/fun/> and you can make really good social media post in [Canva](#)

2) **viral videos** - A viral video is a video that becomes popular through a viral process of Internet sharing, typically through video sharing websites, social media and email (example – you can go outside on the street and ask interesting question, young people will be interested to see this video just because there will be himself or some friends



Video <https://www.youtube.com/watch?v=rbALm3EdJjQ>

**Tools to get started:** this is a free app you can use to make your videos awesome KINEMASTER and there is tutorial



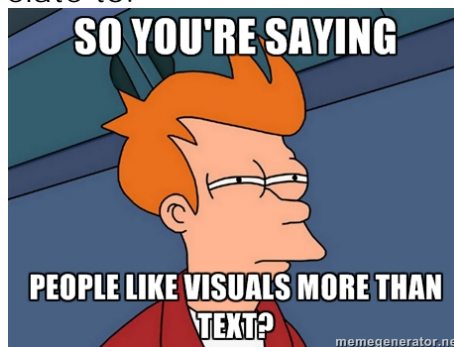
Video <https://www.youtube.com/watch?v=XNxiXqIF7Uk>

Icons you can find there - Iconfinder.com

**3) jokes** – It's no surprise that using humor in advertising is an effective way to connect with your audience and humanize you or company, but what about using it for social media? Adding humor to your social media strategy can be a great way to get people's attention. If you appeal to your audience emotionally, you'll have a much better chance that they will further engage with you.

Doing so will help your followers remember you, share your content and have a better understanding of what you stand for.

**4) memes** – Everybody appreciates humor once in a while and a meme is a great way to provide that. Memes usually share opinions that are lighthearted, funny, and very relatable. People love sharing it in various social media sites such as Facebook and Pinterest. Good memes can go viral really fast so it would bode well for you if you can create one that your audience will relate to.



**Tools to get started:** there you can find GIFs to download and use

<https://giphy.com/search/memes>

there you can make your own memes

<https://imgflip.com/memegenerator>

**5) comics** – Comics can be used in different ways. Like memes they can also be funny and lighthearted, the same reason why people love sharing them. However, you can also use them with a more serious tone to highlight certain issues that they are facing.

**Tools to get started:** how to make comics you can find in chapter 4 "Digital data visualization tools" (fotojet.com)

6) **contests** – If you need some motivation for pulling such a contest together, here you go: 63.4 percent of Facebook users say they are likely to share a link to a contest

examples:

Facebook Photo Contests

It's not hard to get your follower to upload photos: A typical Facebook user posts an average of 217 photos each, every year\*. Decide ahead of time if you want the winner to be chosen at random, or by votes from your community.

Status Updates that can Work as Timeline Promotions

Ask your fans to "Finish this."

1. "All I want for Christmas is \_\_\_\_\_." Post the title of a gift you're dreaming of and you're entered to win [prize]. Winner chosen at random.

2. "The movie/song that best captures the holidays for me is \_\_\_\_\_." Post the title of your favorite holiday movie or song title here and you're entered to win [prize]. Winner chosen at random.

\*\*Aggregated data from ShortStack of more than 50,000 active Facebook Pages and 300,000 custom Facebook Page apps that serve more than 1.4 billion Facebook fans.

7) **quotes** – Sometimes a dose of inspiration is just what a person needs to get motivated. Because all sorts of people can relate to them, quote graphics are highly shareable in every social media platform, such as Facebook, Twitter, Pinterest and Instagram. The most popular ones though are those that have fascinating images that capture the essence of the quote combined with a font that is easily readable in all mobile devices.

Forget the  
mistake.  
Remember  
the lesson.  
@lisamessenger

**Tools to get started:** in Google you can find so many beautiful quotes but if you want to make your own you can use Canva

8) **amazing facts** – everyone like to know amazing facts

9) **gorgeous images** – People are drawn to beautiful images. Those that work best of course are those that are relevant to the content that you or your organization is creating. The best images evoke the proper emotions that you want your audience to have when reading your content.

**Tools to get started:** There are a lot of websites and image banks where you can find attractive images that are free and have no copyrights, like [Flickr](#) and [Morguefile](#)

10) **snapchat stories** – use captions, filters, stickers to build stories that stand out example <https://bufferblog-wpengine.netdna-ssl.com/wp-content/uploads/2016/07/snapchat-story.gif>



Giff image : <https://bufferblog-wpengine.netdna-ssl.com/wp-content/uploads/2016/07/snapchat-story.gif>

**Tools to get started:** mobile app [Snapchat](#)



**11) infographics** – Everyone loves infographics They're usually eye-catching and informative. Due to this, infographics usually get more engagement and sometimes can rack up quite a lot of shares.

**Tools to get started:** in chapter 4 we showed you online tool [Piktochart](#), where you can make your own infographics

**12)tips & tricks** – Let's agree, when a customer visits your website, chances are they're looking for a solution to a problem. That's the main reason why "how-to" posts are so popular. Add value to the conversation by sharing content that will make your customers' lives easier. There will be some examples – [How to stay motivated while studying](#), [How to get up early](#), [When studying a foreign language](#)

**Tools to get started:** you can find them in internet, like in [Pinterest](#), or make your owns by using Canva.

**13)tutorials** - you can use these to help your audience help themselves. People find tutorials very helpful because they can easily learn a lot of things simply by watching a video or looking at an image. Video tutorials are popular on YouTube but there are also image-based ones that rank well on Pinterest. Image-based tutorials get a lot of repins on Pinterest but those images that are linked to a site bring more site traffic.

**Tools to get started:** in Youtube you will find so many tutorials or just take your own video, to record your screen activity you can use this program [Icecream screen recorder](#) and there is video tutorial



Video: <https://www.youtube.com/watch?v=vcYH1E6ulf0>

**14) questions and pool** – with questions you can make connection with your audience and understand some fact about them, or how to make better your organization or what they are looking for

**Tools to get started:** There will be instruction [How to create pool in Facebook](https://www.wikihow.com/Ask-a-Question-on-Facebook) (<https://www.wikihow.com/Ask-a-Question-on-Facebook>)

**15)ask for advice** – this is almost the same like question, when you will ask your followers advice you can show your followers that they are really important for your organization in important things

**16)A hashtag** - simply a way to categorize a tweet's topic(s), which then makes it easier for people to search for other tweets about those topics. For example, if you type #DigiYouth (or #digiyouth or #DIgiYoTH, because it's not case-sensitive) into the Search box at the top of any Twitter, Instagram or Facebook page and hit Enter, you'll get a list of tweets, organizations and so one.

It's called a **hashtag** because the "#" symbol is referred to as a "hash" symbol in some places.



One of the best things about hashtags is that it allows you to create communities of people interested in the same topic by making it easier to find and share related information.

## Top mistakes in social media

### Top mistakes in social media



#### THE PROFILE IS INCOMPLETE AND THE COVER IS UNATTRACTIVE

By information, we don't just mean the field "information" on Facebook. The following are some tips for your page to stand out and come across as more attractive:

- ✓ Upload an attractive cover photo that reflects your organization personality including a description of your organization
- ✓ Upload a profile picture that allows people to identify you or your organization easily
- ✓ Complete the information on your profile and add the link to your website, blog or contact page
- ✓ Choose the right category of your organization so it can be easily found



#### YOU DON'T ANSWER YOUR FOLLOWERS COMMENTS

This point is essential to reinforce the relationship with your followers.

Use the proper language, speak in second person, as if it was a one-on-one conversation while understanding who is your interlocutor and what he expects from you



#### YOU DON'T POST REGULARLY

This create a very very very bad impression and it is proof that not even the page administrator is interested in it



#### YOU WANT TO BE PART OF ALL SOCIAL NETWORKS

When starting this trip in social networks many people want to be part of all of them. They create a Youtube channel, a profile on Twitter, Facebook, LinkedIn, Pinterest, Vine, etc, etc, etc. But honestly it will do you no good if you cannot sustain it throughout time.

We suggest you start with one, maybe two, and once you are an expert handling them then you can widen your scope to other social networks



#### BEING A FACELESS CORPORATION WITH NO HUMAN TOUCH

Being too "corporate." People like people and social media is about people communicating with people. A faceless corporation is out of place on social media. When you are posting on your social media profile, you must add a little bit of human touch



#### SPAMMING

Another mistake people make is to throw links to their content on all the social networks. Don't post automatic and spammy links. Social media is not another advertising channel. Engage in conversation

# New Social Media Features That You Should Know

## New Social Media Features That You Should Know



- ### 1 Stories on Facebook Pages.

Live video, ad-free Stories are now available on Facebook Pages. With the 24-hour feature that comes with them, photos, video posts, and live streaming to boost your brand's exposure, engagement, and conversions. Unlike the stories, 24-hour stories need posts, and posts of photos on the top stories you can try.


- ### 2 Built-in Screen Sharing on Facebook Live.

Though you're not a social business owner, having a built-in screen-sharing feature on Facebook Live can help you brand in a number of ways. You can conduct product demos, showcase, or even live troubleshooting and tech support.


- ### 3 Plan and Reminder on Facebook Messenger.

Do you have a meeting or a meeting coming up? Set a plan and remind everyone in your group chat with this feature update on Facebook Messenger. To create a plan, go to your Facebook page that click "+" on the lower left of your Messenger app for the settings and if you're using a desktop, and choose "Set Plan".


- ### 4 Facebook Messenger's Customer Chat Plugin.

Sync your customer chat box in your business website, Messenger app, and Messenger.com with the new customer chat plugin from Facebook Messenger. This allows you to continue the conversation with your client on your Facebook Messenger without losing chat history or context.


- ### 5 Reorder of the Sections on Your Business Page.

Changing the order of your business page sections is another awesome feature of Facebook. You can now arrange them based on priority and the goal of your company. Head over to settings, click add page, and from there you can just drag the sections to reorder them.



- ### 1 Twitter Threads for Posting Tweetstorms.

Need to post tweetstorms for your campaigns, news, and others? If the new 280-character limit doesn't satisfy you, Twitter's new "thread" feature is a blessing. All you have to do is click the "+" button on the lower right of your chat box to compose a new tweet thread.


- ### 2 Free Twitter Statistics for Page Monitoring.

View your better stats and insights. The impressions and engagement history of new tweets for free but only the most active without being at the bottom of your page is now changed to better analytics using your profile and settings.com


- ### 3 Real-Time Replies, Retweets, and Like Counts.

Now you can see real-time replies, retweets, and like counts without refreshing and reloading your page. With the new updates, you can watch the engagement numbers change as you browse your Twitter feed.



- ### 1 "Open Candidates" for New Job Opportunities.

Inform the recruiters that you're open for new job opportunities with this updated LinkedIn feature. Let your skills and interest so that LinkedIn can look for vacant positions fit for you. To enable this feature, go to your dashboard and turn it on in the career interest section.


- ### 2 Profile Hover to Learn More.

The profile hover in LinkedIn is back! You can learn more about people and companies again without having to click their profile. Just hover your mouse over their name or profile picture to see their jobs, connections, or message them instantly.


- ### 3 "Active Status" on LinkedIn Messaging.

Just like Facebook, you can now see which ones from your connections are logged in or are currently active on LinkedIn. The green dot beside their profile picture indicates they're online and available to chat with.

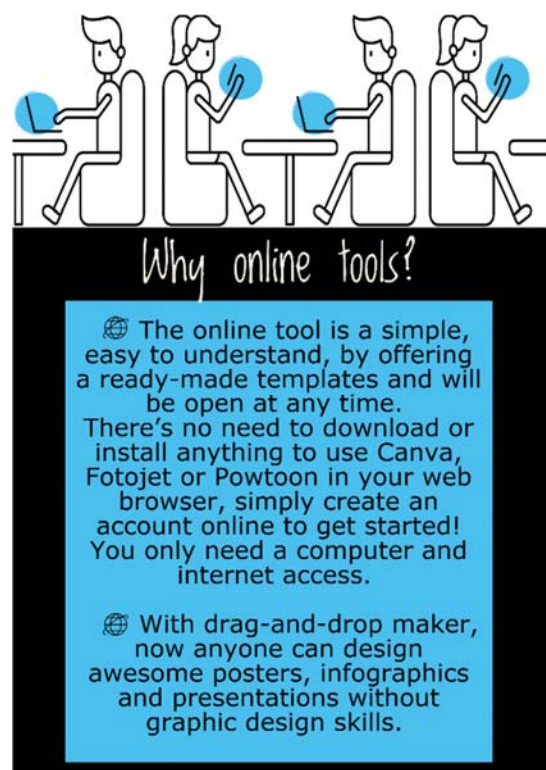




<https://i.pinimg.com/originals/34/51/0b/34510bd291c37042f63a92a65cb0f3e7.jpg>

## 2. Visualization tools

You don't need to be a data scientist or have a degree in graphic design in order to create incredible data visualisations. It has become a lot simpler to mine your data and interpret your insights in an engaging, attractive, and most importantly easy to understand way. This is a list of various different free and premium tools and platforms available which will allow you to communicate data in a variety of different formats, from interactive charts, to infographics, to maps, to word clouds.



Hopefully you'll not only learn some new skills and find some new creative tools, but also learn something about yourself.

**What is Digital data visualization?**

## Data visualization



Data visualization is the process of taking a data set and visualizing it in a way that can be easily understood.



Sometimes called data viz, data visualization can be something as simple as a bar chart generated from an Excel file, or as complex as an interactive multimedia experience.

The best data visualizations are beautiful, informative, and responsive.



## Graphic design tools, to make posters, comics, characters, giff

Very important to the creation of the posters, because today is any information in graphical form, no one read text or banner, if it won't be attractive, an attractive, bright and interactive, so this section you will be presented with a free Internet tools with which to create posters comics and avatars (characters).

### What is poster and how to make it beautiful?

Posters are a great visual aid. You can use them professionally for advertisements, announcements, or just to share information. The design of a poster is very important, especially if you're using it as a visual aid to add to a verbal presentation. Using the correct colours, images, fonts, and balance will help you design a remarkable and memorable poster.

*Resources for future study*

[5 steps How to design posters](#)

[10 tips for Perfect poster design](#)

Canva.com



Canva is an online graphic design platform. It has an easy to use drag-and drop interface. Canva makes design simple for everyone. Create designs for Web or print: blog graphics, presentations, Facebook covers, flyers, posters, invitations and so on. This includes thousands of shapes, icons, illustrations, and photos to choose from.

*Resource for future study*

[How to use Canva to create awesome graphic designs in social media](#)

[Postermymwall.com](#)



One of the easiest way to make poster is to use postermymwall.com Create custom posters, flyers and social media graphics. Huge selection of templates, easy to use tools. Free downloads and quality prints.

*Resource for future study*

[How to use Postermymwall to create awesome graphic designs](#)

[Fotojet.com](#)



Working with young people you must to be creative and find interesting way to attract their attention, as one of the ways you can use the comics, which produces the interest and desire to become acquainted with its contents. Creating a photo comic is as easy as choosing a template and putting your photos on with the help of an easy photo comic maker.



No download or registration required. It is not necessary to create the account, but if you want to save your work and so that you can later edit it, You must to login.

[Avatarmaker.com](http://Avatarmaker.com)




Characters are perfect for web, social media, infographics, marketing, advertising, presentations, animations, flyers, posters, cards, etc.

**Avatar**



In computing, an avatar is the graphical representation of the user or the user's alter ego or character. An icon or figure representing a particular person in a video game, Internet forum, etc. It may take either a three-dimensional form, as in games or virtual worlds, or a two-dimensional form as an icon in Internet forums and other online communities



[Giphy.com](http://Giphy.com)



Gif image? We've all seen them. They populate the Internet on blogs and social media, and are part of what makes news and entertainment sites very popular.



Animated gifs are one of the most common image formats on the Internet and now you can find the perfect gif for any topic using websites like Giphy.

*What about memes?*

The main difference between an animated gif and a meme is that memes tend to be static images that make a topical or pop culture reference and animated gifs are, more simply, moving images.

You can find all the animated gif memes that your heart desires at website such as Giphy and Awesome Gifs.

As with most things, gifs and memes work better together. Grab an animated gif and stick some topical words on it and you have an animated meme.

## Graphic design tool to make infographics

**Young people are known to be more visual in nature and they process visual information better than textual information.**

Children under 12 and teenagers between the ages of 13 and 15 are usually the ones who prefer visual representations of information rather than textual representation. As they grow older, teenagers tend to start reading but continue to prefer brightly colored and attractive designs over text. In fact, research shows that up until the age of 25, people prefer brightly colored designs when presented with colorful and dull pictures. If you are trying to target youngsters, you may as well publish a few Infographics.

**Infographics are popular among youngsters for a number of reasons:**

- Infographics are easy to scan and do not require a lot of time and effort to understand.
- Youngsters prefer their statistics to be presented in a fun and entertaining manner.
- Infographics can be shared easily across the social media. Whether it is Facebook or Pinterest, infographics can be shared.
- Youngsters are more cognitively primed to process visual information rather than textual information.
- Humor and pop culture references in Infographics tend to attract youngsters more than plain and verbose textual content.

If you want youngsters to learn more about you or if you want them to pay attention to what you are saying, the best way to do so is by publishing

Infographics. Children, adolescents and young adults have a photographic memory which helps them to remember visual content better. This is one of the reasons why pedagogical studies advise the use of visual props such as charts and maps in class.

These visual aids help teachers to grab the attention of unwilling youngsters who probably would prefer to go to the mall, instead of listening to what is being taught. When you have to communicate as a company to youngsters, it is even more difficult. You need to present your marketing information in such a manner that it is perceived to be 'cool' and fun.

And one of the simplest ways to do so is by designing attractive Infographics that are easy to understand and process. Youngsters tend to remember colors too and that is one of the reasons why Infographics are more popular with them.

Colors and information processing have shown to correlate with each other. As people grow older, they show a less preference for colors and prefer shades of grey and textual content. Youngsters on the other hand prefer information presented in colorful and bright representations.

[Piktochart.com](https://www.piktochart.com)



Piktochart has loads of great free and premium templates for infographics, reports, banners and presentations. They're an attractive and easy to use bunch.

*[Resource for future study](#)*

[Piktochart tutorials](#)



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