

STOCK PHOTOS ARE DEAD

# 8 TIPS

## For Eye-Catching Social Media Graphic Design From MarComFly

Stock photos won't grab anyone's attention anymore. If you want your posts to stand out on social media, your social media graphics need to be unique and creative. Here are 8 tips for creating eye-catching social media graphics:

01

### Use Bold and Bright Colors

As brands and designers move further away from the minimalist design trends of the last few years, bright color schemes will explode across social media. Now is the time to be bold!



02

### Use Icons to Illustrate Concepts

Icons look great and make concepts easier to understand. Combine eye-catching icons with a bold background color to create a fun and modern social media graphic.



03

### Create Unique Illustrations

Originality counts. Putting in the extra effort to create your own unique illustrations means your social media graphics won't be easily replicated.



04

### Visualize Data With Charts and Infographics

Make data beautiful. Graphs, charts and infographics allow you to visualize information in an engaging and easy to understand way.



05

### Make Text the Focus of the Design

Make typography the focus of your graphic. Write slogans in a loud, decorative font and combine it with an icon or an original photo for a design with impact.

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IDEAS

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06

### MARILYN LOVES IT

### Use Pre-Made Social Media Templates to Get You Started

Do you have little (or no) design experience? There are plenty of pre-made social media templates available to get you started on your own quality designs.

07

### Create Custom GIFs and Cinemagraphs

Create your own GIFs and cinemagraphs to set your content apart from the competition. Don't forget to add your branding in case people want to share them!



08



### Incorporate Your Branding Into the Design

When people share your social media graphics, make sure your brand follows along. Include your logos, brand color schemes, and your brand's unique style.