

## Social Media Insights:

A great way to gain followers and get more shares on social media is by utilizing powerful images. Find an image that speaks to your brand, while leaving an impression on your target audience.

### Use Images That Say Something



### Images that inspire are more likely to be shared



### Use Images that imply motion or action

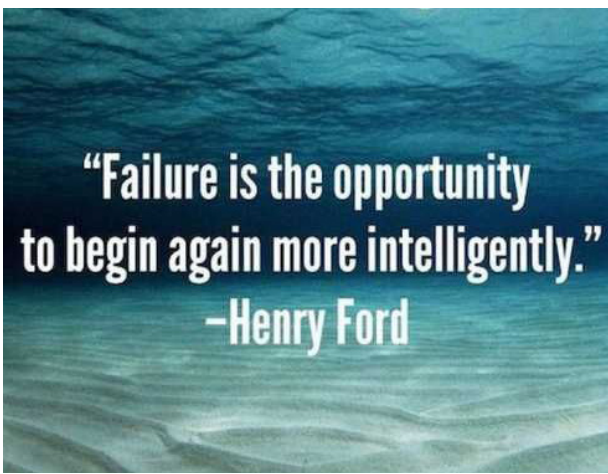


### Even inanimate objects can imply movement

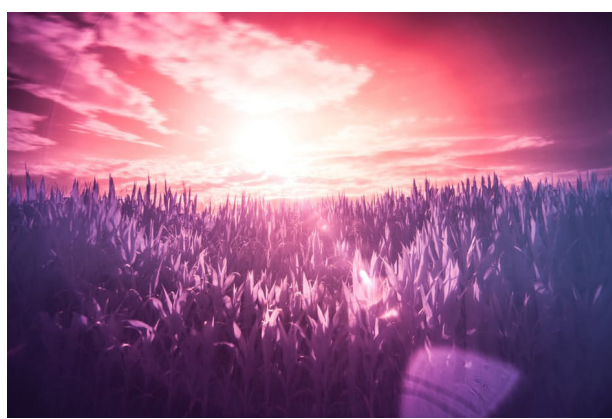
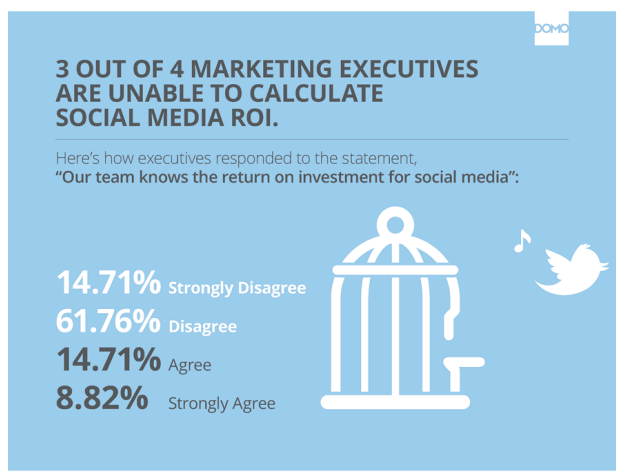


Any image that implies movement either by people or by inanimate objects allows the photo to be a part of a larger story. It engages the viewer's imagination, and inspires them to take action.

### Use inspirational quotes with or without an image.



### Offer informational data, and statistics.

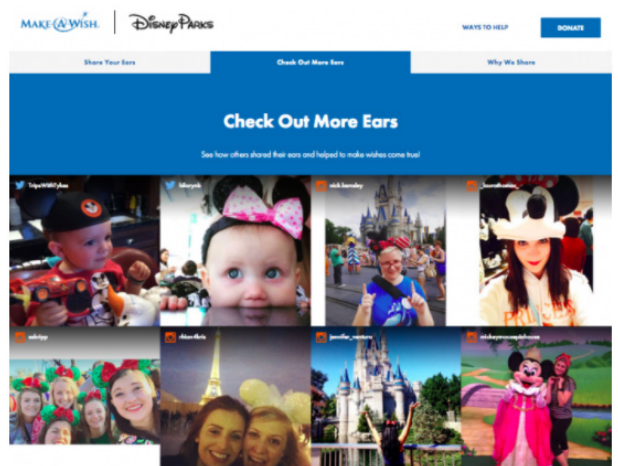


### Understand the psychological impact of colors

According to a study conducted by Georgia Tech and cited by Buffer, photos with red, pink, or purple in them are shared much more often than those that contain green, blue, black, or yellow.

### Make the world a better place.

The Make-A-Wish Foundation and Disney partnered together to invite their audience to share images of Mickey Mouse Ears on Twitter and Instagram with the hashtag #ShareYourEars. Each social media post unlocked a \$5 donation to the Make-A-Wish Foundation from Walt Disney Parks and Resorts, which was capped at \$1 million.



### Provide helpful information and tips and tricks.

LowesFixInSix is an ongoing social media campaign that shares clever home improvement tips in six seconds. The campaign uses stop-motion and clay-like animation to demonstrate each tip. BBDO, the ad agency behind the campaign, contracted Meagan Cignol, a photographer and Vine user who had two entries at the Tribeca Film Festival.