PIKTOCHART

Visual Storytelling for Social Media

Building Scroll-Stopper Visuals

scroll
scroll
scroll
scroll
scroll

Natasya

Communication Design Manager
in Piktochart

3 years in Piktochart

Previously **Senior Graphic Designer**
in Retail, Singapore

8 years of experience in Design and
Visual Communication

8 **MILLION**
USERS

34 **MILLION**
VISUALS CREATED

Most customers are
based in **US/Canada**.

Fully remote
team of 51

High Competition in Various Channels

40
newspapers
1986

174
newspapers
2007

In order to deal with this massive influx of information, we tend to selectively tune out a lot of it.

People only read about 20% of the text on an average web page. This means that

80% of the information

on the page is being overlooked.

••• *Source*

Building Scroll-Stopper Visuals

TIPS #1

Relatable

Relatable Content

scroll
scroll
scroll
scroll

Big pool!

There are **3.5 billion** social media users

in 2019 (45% of the current population) and they

spent an average of **3 hours per day**

on networking and messaging.

Relatable Content

Small chance

During those three hours, an adult can scroll between **71-74 feet** worth of content, which brings us to the average view duration of **less than 10s** per post.

This calculation is done based on the lines of text and the speed reading.

Relatable Content

> Does that mean we need to include as many texts as we could?

Relatable Content

Relatable Content

Relatable Content

Spark their
curiosity

With a controversial statement or question.

Relatable Faces

Trust

Relatable Faces

Build Trust
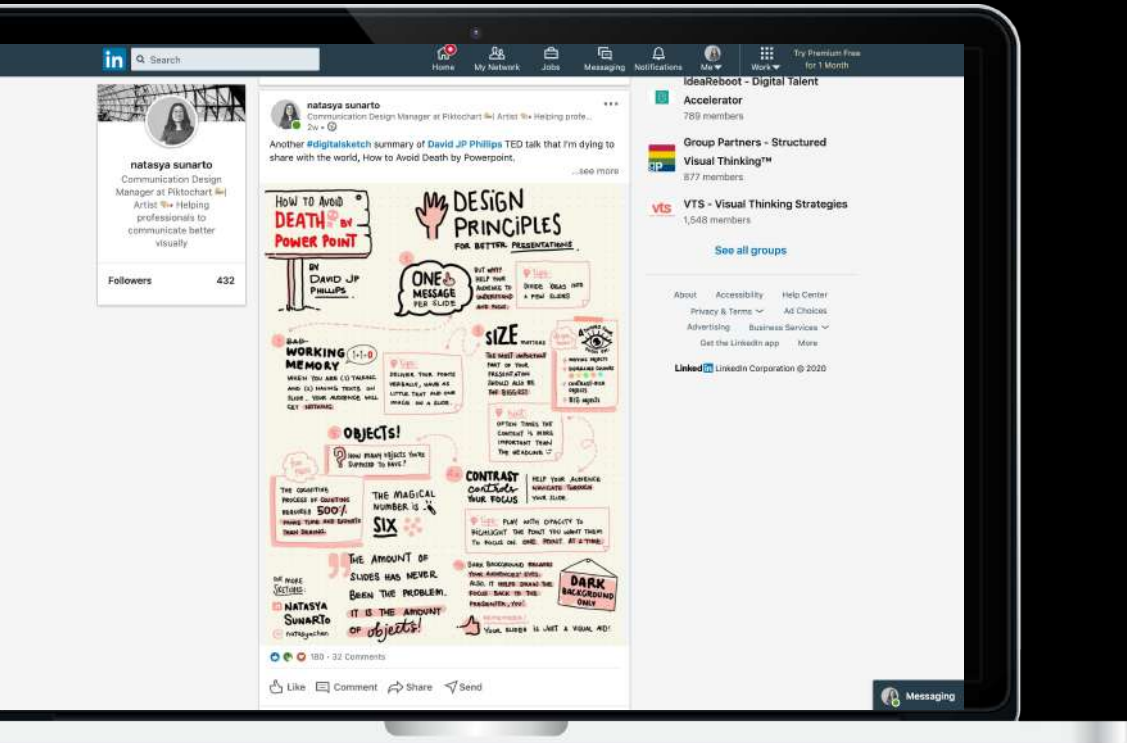
Relatable Faces

180 likes

32 comments
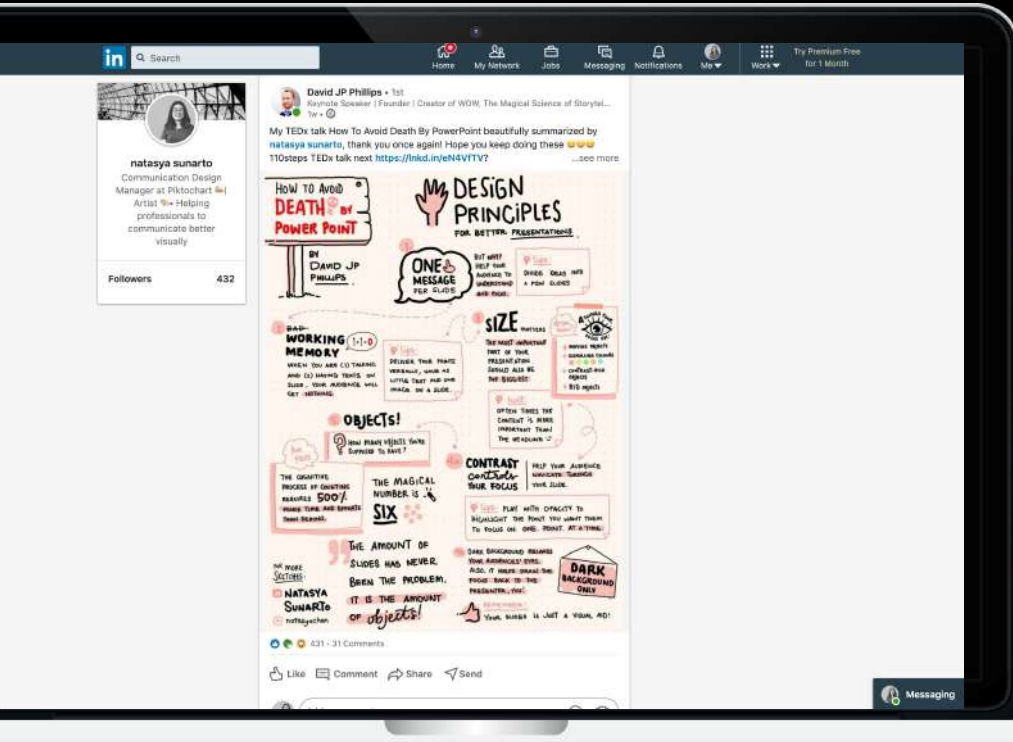
Relatable **Faces**

431 likes

31 comments

Relatable Faces

Influencers

Public figure

You follow them because you're curious about them.

Relatable Faces

Influencers

Public figure

You follow them because you're curious about them.

Storytellers

News & media, personalities, brands

You follow them for insightful and inspiring information.

Relatable Faces

Influencers

Public figure

You follow them because
you're curious about them.

Storytellers

*News & media, personalities,
brands*

You follow them for insightful
and inspiring information.

Subject Experts

Organizations & personalities

You follow them as a
source of truth.

Relatable Faces

Collaborate with them or be one of them.

Relatable Taste

Know your audience's taste

Relatable Taste

Know your audience's taste

Platform/channels

Visualisation

Relatable Taste

Platform/channels

Where do your audience hangs out?

What is the best time to post?

What are the dimensions?

Visualisation

Audience Demographic

Fonts and colours

Data & Content Visualisation

Relatable Taste

Platform/channels

Where do your audience hang out?

What is the best time to post?

What are the dimensions?

Visualisation

Audience Demographic

Fonts and colours

Data & Content Visualisation

Piktochart Social Media Templates

Building Scroll-Stopper Visuals

T I P S   # 2

Entice
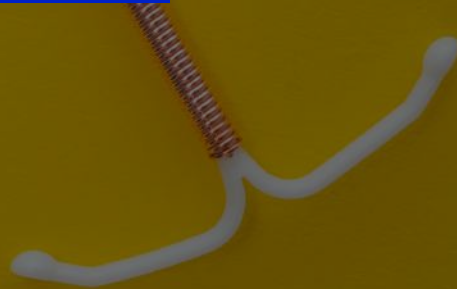
Entice

6

HOUR
long movie

VS

6

ONE HOUR
long episodes

Entice

6

HOUR
long movie

VS

6

ONE HOUR
long episodes

Enticing Storytelling
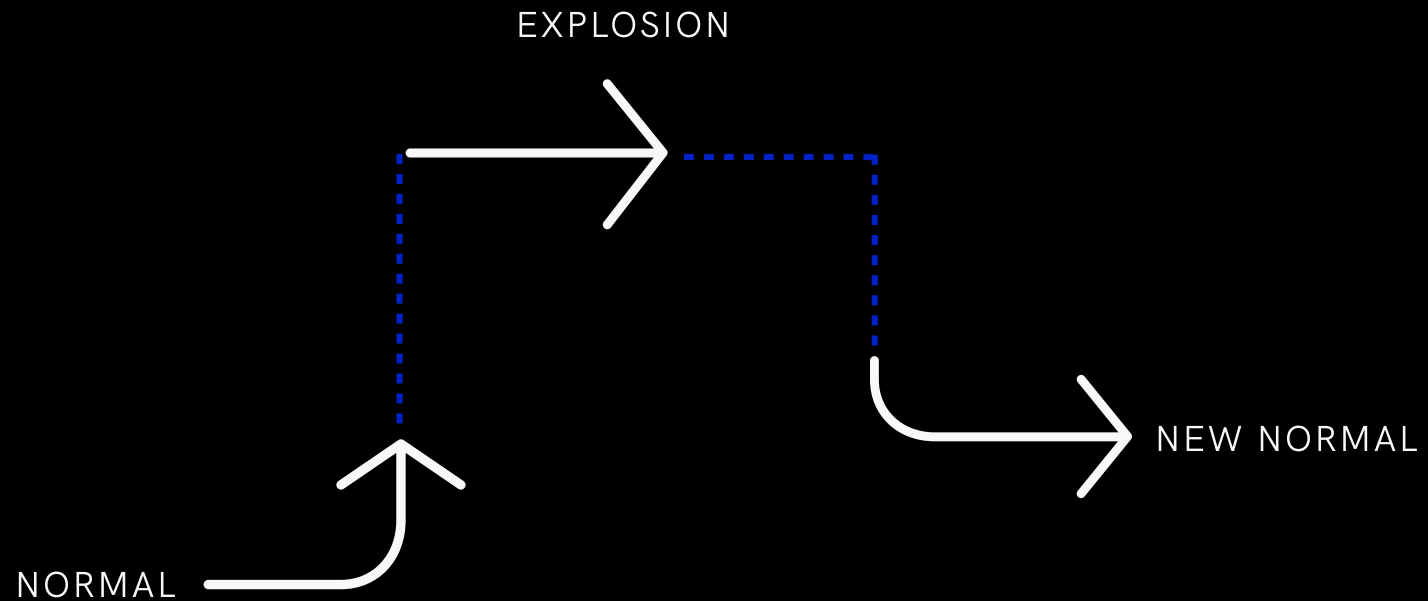
EXPLOSION

NORMAL

NEW NORMAL

Enticing Storytelling

Divide them!

Enticing Storytelling

Divide them!

Enticing Storytelling

Divide them!

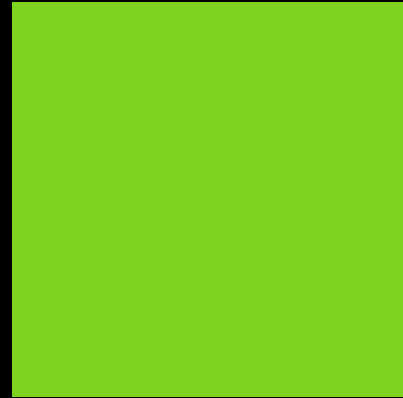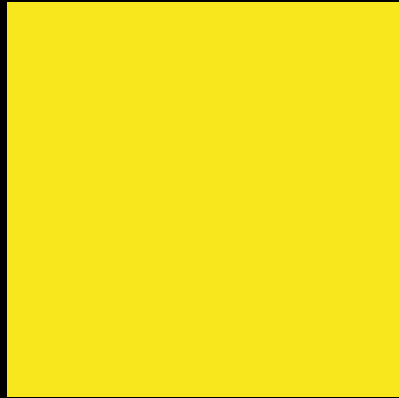**Enticing Storytelling**

Divide them!

Slides or Carousel

Threads
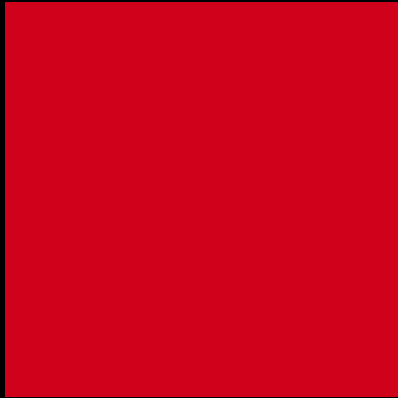
Series of post

TIPS

Enticing Visual Storytelling

Enticing **Visual Storytelling**

Interpretation

Say it with ~~words~~ visual

Enticing Visual Storytelling

Interpretation

Say it with ~~words~~ visual

visual aid, visual metaphor

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Consistency

Colours & Fonts

Quality

Enticing Visual Storytelling

Visual Hierarchy

with Contrast

Enticing Visual Storytelling

Visual Hierarchy

with Contrast

Recap

Relatable **Content** **Faces** **Taste**

Enticing **Storytelling**

Visual Storytelling

Recap

Relatable Content

Faces

Taste

Enticing Storytelling

Visual Storytelling

Recap

Relatable Content

Faces

Taste

Enticing Storytelling

Visual
Storytelling

Recap

Relatable Content

Faces

Taste

Enticing **Storytelling**

Visual
Storytelling

Recap
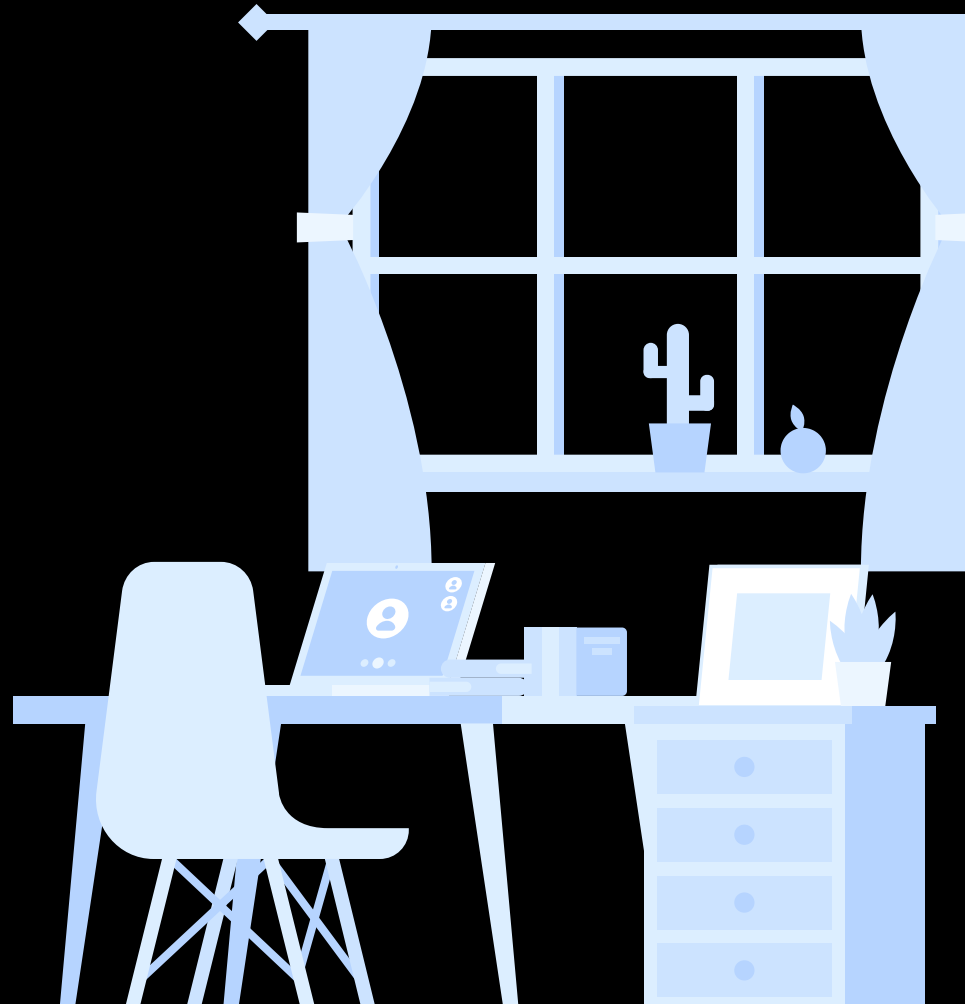
Relatable **Content** **Enticing** **Storytelling**

Faces **Visual Storytelling**

Taste

FREE!

1 month

Piktochart PRO

for you!

get.piktochart.com/**webfest-asia**

CODE: webfest2020

Be Creative!

Creativity — although requiring uncommon skills — is based on a number of controllable processes, such as observation, attention, research, and analysis, and, to a certain extent, on the possession of thinking strategies that combine flexibility with efficiency.

Communication Design; Principles, Methods, and Practice — Jorge Frascara

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LET'S CONNECT:

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PRESENTATION LINK: