



How to Share Charts & Infographics on Social Media

The Ultimate Data Visualization Guide



infogr.am

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Introduction

Social media has become an instrumental communication channel to drive traffic to a site, and to be successful in social media, you must share interesting content. Infographics help present information in a way that's engaging.

According to a [BuzzSumo study](#), infographics are the most viral content type, followed by lists.

Tools like [Infogr.am](#) are here to help you create beautiful charts and infographics in a timely manner, but it's up to you to make the most out of them on social media. In this guide, we will give you some tips and show you how to do exactly that.

Identifying the purpose of your chart or infographic

Infographics and data visualization may seem like the golden key to make your content go viral, but the truth is, it's just another way to present or complement your story. When you are done creating your chart or infographic and it's ready to go on social media, think about what purpose it serves:

Does the chart/infographic visualize data that is core to your message?

Not every article or blog post you write is primarily data driven, but most of them can be enhanced with data. If your story is about the most viral videos this week, compare them with the number of views “[Gangnam Style](#)” got during the first week after its release or those of “[The Grumpy Cat](#)”. If you're reporting about a violent crime, provide some background by adding a line chart to show how many violent crimes were committed each month during the last year.

Are they there just to make your story more visual?

If that's the case, think twice whether you need data visualization at all. Perhaps an image works better.

Reach, conversations or leads: what's your goal?

The main difference between social media and conventional media is the “social” aspect of it. In other words, it's driven by people. Remember how powerful newspapers were in the early 20th century? They shaped the public opinion. Every subscriber received the newspapers and discussed the news with their neighbor, who had read the same articles. There was no other source of information. People were hungry for stories. Media was driven by editors. Now everyone is a content creator. It's super easy to become info-intoxicated so people become very selective about what they read and why; your content might go unnoticed even by your own fans if you don't provide a strong enough reason for them to read. Let go of the “print mentality” and stop treating your Facebook page and Twitter account as a content repository. Use the wonderful question “Why” as a tool to increase your reach on social media.

There are three key reasons to post:

To reach people on social media

If you're looking for ways to drive more people to your site, enhance your brand recognition or generate more fans and followers on social media, you want to make your data driven article (or infographic) go viral. Learn some tips and tricks on how to achieve this by reading our post [how to make your data go viral](#).

To boost conversations on social media

Social media is a very good way to crowdsource information, get early feedback on a project and find supporters for new ideas. If your goal is to get people talking, you should leave some room for conversation. Try to be controversial about the subject and open up your posts for discussion.

To generate leads

Social media is one of the best channels to get people interested in your product or service. Think about the value they will get in return for engaging with your company. Put yourself in the shoes of the person who you want to “convert” and think what would motivate you to join, attend or buy.

How to use visuals on social media

The whole point of creating a chart or an infographic is to present information in a visual way. Think about it. Every child learns to recognize things visually, before they learn their name.

Studies show that visuals are processed 60,000 times faster than text.

No wonder most digital marketers think that visual content will become more in uential in 2015. Don't miss the opportunity to reach, engage and convert people on social networks by simply adding a visual element, like a chart or infographic. Here's how you can do it with Infogr.am:

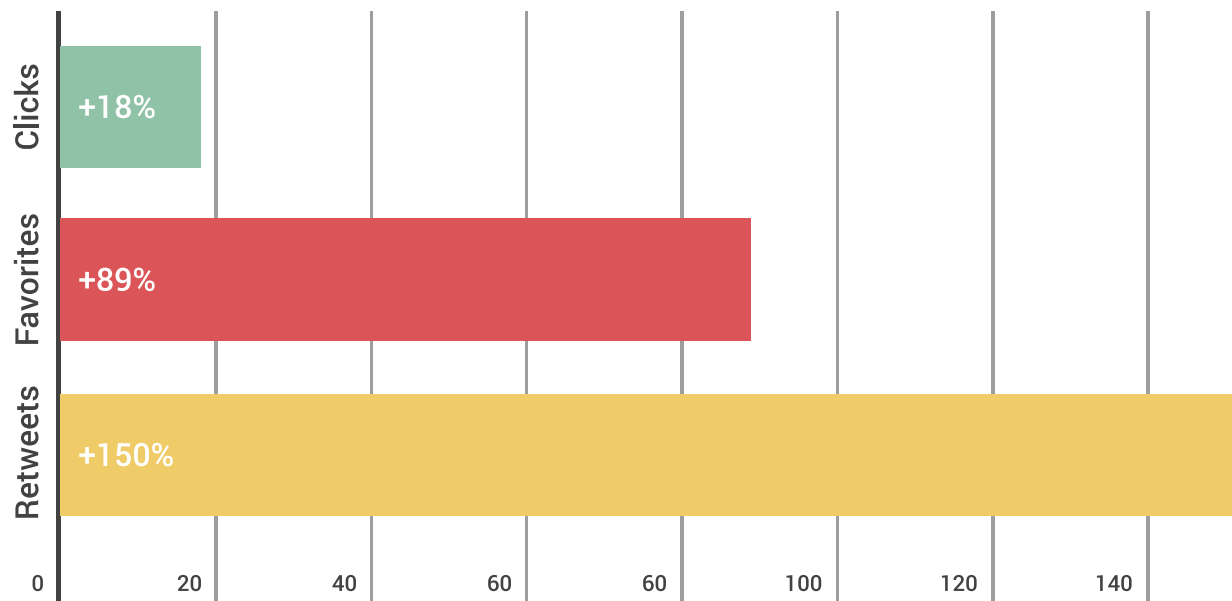
Retrieve an image of your infographic.

You can also download a single chart from the infographic and use it as a visual hook to the rest of the story.

Alternatively, use the thumbnails that are automatically generated by Infogr.am.

Infogr.am also allows you to share an infographic on social media right from the app. Once your infographic is done, click on "Publish", choose to "Publish for everyone" and select the social media you want to share the infographic on. Infogr.am will automati- cally generate an image thumbnail that will look good on most of the social networks.

Use downloaded images on Twitter.



Images on Twitter drive 18% more clicks, 89% more favorites and 150% more [retweets](#).

We suggest you take the effort of uploading a good image to your tweet through the Twitter website or any other publishing platform that allows you to add images to your tweets. Another reason to upload a custom image with your post is to maintain full control over your visual content. The automatically generated thumbnail will choose any element of your infographic randomly to generate the image, and that may not be what you intended.

How to generate traffic with charts and infographics

Think of an infographic as a means to hook readers and drive people back to your site to learn more.

Imagine you have a chart or infographic embedded in your article. A person finds the chart or infographic interesting and shares it on social media without any attribution to your site. That can actually be a good thing if you have set the header to link to your site; Infogr.am has an awesome feature that lets you define the url to which your headline points. It will lead new readers back to your full article once the person clicks on the infographic title. The same will happen if someone reembeds your chart or infographic, so don't forget to change the inbound link in the general settings.

Complementing visuals with text.

The chart or infographic you share and the image you feature on your social media post might seem powerful to you, but a steep-growing line in a chart showing the number of immigrants may look the same as the growth of mobile apps for Android to someone else. Provide some background about your story and make it relevant. Relevance is threefold (see the image to the right). Provide some facts and a snippet of the story to convince the reader rationally and touch them emotionally. A [study](#) conducted by Jonah Berger, a professor of marketing at the University of Pennsylvania's Wharton School of Business, shows that "stories that evoked some emotion did better than those that evoked none" and "amusing stories that were positive and arousing were shared more frequently than less amusing ones".

So try to touch emotionally and be positive.

The positive stories also outperformed the negative ones. So try to touch emotionally and be positive. Change bad news into better ones:

- A negative story like “A person was injured” can easily be turned into a positive one by changing the perspective: “An injured person is trying to get better again”. This will make people more comfortable to share your story.
- Also, don’t forget the reason why you are posting on social media. Relevant stories will always engage, but it’s up to you to manage the engagements and take advantage of them.

Best practices of posting on Facebook, Twitter, Google+, LinkedIn and Pinterest

Now that you have created the chart/infographic with inbound links and prepared a powerful copy and image, it's time to post. Easy! - you may think. Well, it is indeed, if you know the best practices for posting on each social media platform. Here, we have gathered the most important things you should know about the most popular platforms you may want to use.

Facebook

Facebook is a visually driven social network, but with the recent [changes](#) in its algorithm, photos reach less audience than links with auto-generated thumbnails. If the thumbnail generated by Infogr.am doesn't represent your story the way you want, the best strategy is to publish the chart or infographic on your site and define the featured image there, so it will turn into the right visual thumbnail once you paste the link on Facebook.

Another good strategy is to paste short links instead of the full URL. There are two reasons for this. First, it will save space. Second, tools like [Bitly](#), [Owly](#) and other allow you to track click rate by source. You can get similar analytics with an Infogr.am [Business](#) account too.

Thursdays and Fridays are the best days to post in general, but you should analyze your own audience. Check your Facebook page insights or use Fanpage [Karma](#) to find the best time for your posts.

Twitter

Twitter is oftentimes called a "micro-blogging" platform. That makes it different from Facebook. First, it's much more text driven. For a long time, images on Twitter were shared with links.

Two years ago, Twitter introduced the inline images for tweets that now enhances the user experience. Posting images on Twitter is now a no-brainer for making your chart or infographic go viral.

The best [image size](#) for sharing on Twitter is 1024 x 512 px.

Though any image with a 2:1 ratio will look fine on Twitter, if they're larger than 506 x 253 px (the size it displays on desktop).

Short links are essential for Twitter as they allow you to save precious characters. Remember you only have 140 characters to grab your reader's attention. An image will take away 23 characters and the short url to your chart or infographic, another 23. After that, you are left with only 94 characters to engage people on Twitter.

The good news is that Twitter users are accustomed to intensive news feeds, so you won't annoy them if you post four times a day. It's actually a good way to get noticed by your followers and other Twitter users. Even if you promote the same story, the tweets will look different and you will engage more Twitter users every time.

Slice your infographic into individual charts and create a unique engaging message for each of them.

Even if you promote the same story, the tweets will look different and you will engage more Twitter users every time.

Another good way to get noticed on Twitter is using hashtags. It is a great way to get discovered by Twitter users who filter tweets by keywords. Don't put a hashtag on every word. A [general good practice](#) is to use two hashtags at most.

LinkedIn

LinkedIn is another huge social media platform that connects people around their careers. It's more formal than Facebook and an infographic about the most popular baby names may not do the trick. LinkedIn is more suitable for sharing useful resources and industry news. It's also a very powerful [marketing tool](#).

LinkedIn is less visual than Facebook. The links shared on status updates will generate thumbnail images that are maximum [180 by 110 px](#). The same happens if you choose to "Publish a post" on LinkedIn. You can also post images directly with the "Upload a photo" option. In this case an image will get proportionally scaled at a maximum width of 350 px, independently of whether it's squared, landscape or portrait.

A photo upload might be the best solution to share a chart, especially if it's core to your story. A link or a post will work better if you have more valuable insights to share together with the infographic you created. In this case you must be smart about the infographic title and the meta description you provide just before publishing.

Titles under 70 characters and descriptions under 250 characters look the best on LinkedIn.

Google+

Google+ is another social network that respects visual content. As a comparably recent newcomer to the social media game, Google+ reuses some of the key features of Facebook and Twitter, and adds the ability to create "circles" and "hangouts" for more personal communication. Therefore it allows you to segment your audience based on their interests.

The minimal width and height **requirements** on G+ are 506 by 303 px but the automatically generated thumbnail from your post will be scaled to 426 px width regardless of the height & width ratio. If the **image is smaller** it will be shrunk to a 120 by 120 px thumbnail that will disappear on G+ news feeds.

The scaleable 426px width applies also to the images that are posted directly. If the image width is smaller than 346px, Google+ places the image **centered** on the update with white space to each side. The same happens if your image **exceeds** the 2048 px height.

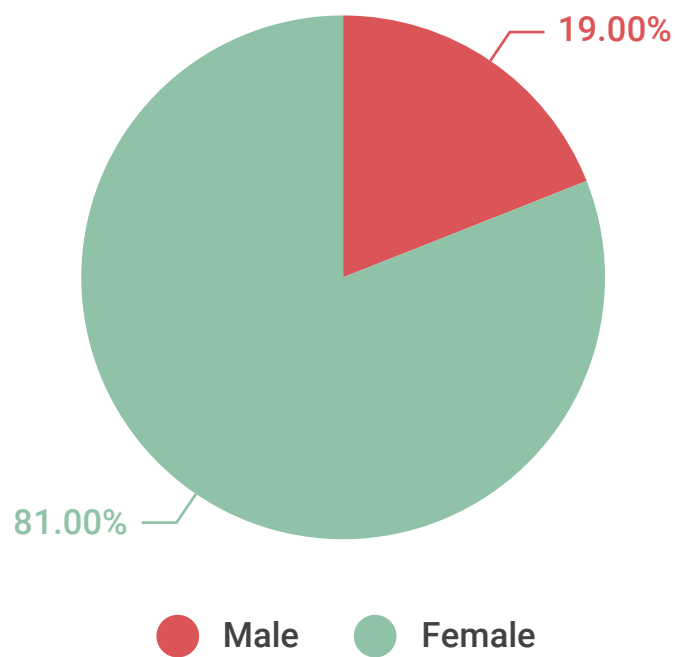
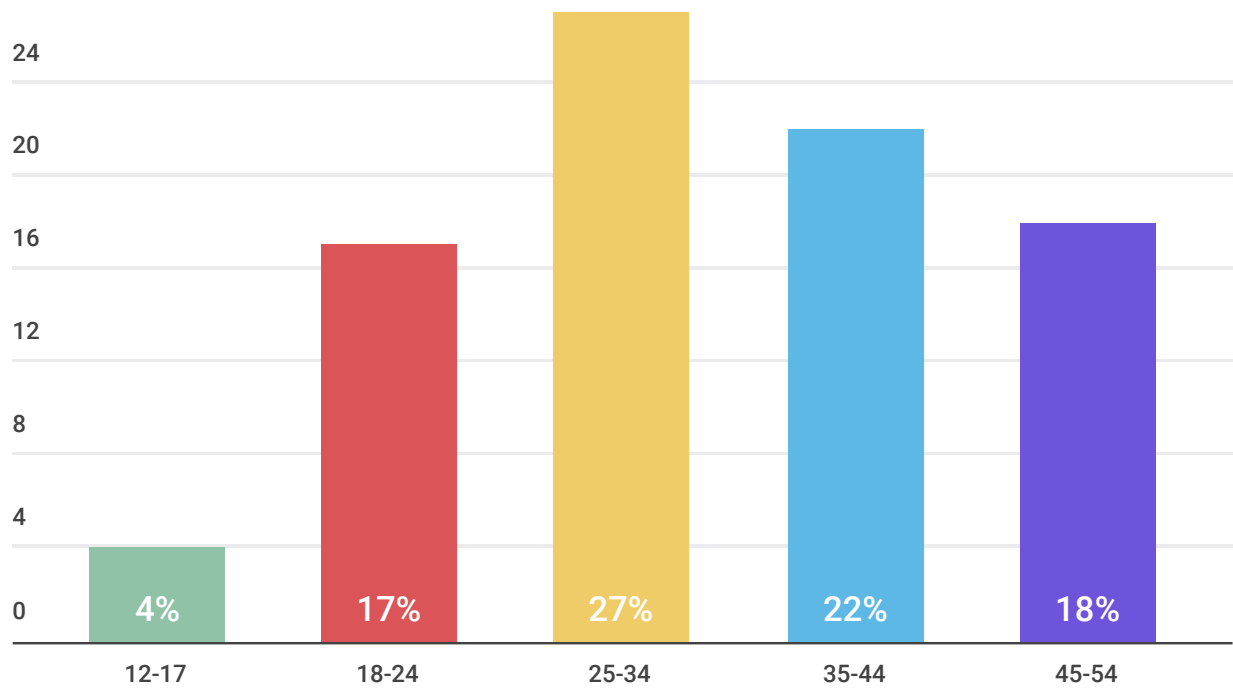
The perfect dimensions for the full infographic you want to share on G+ as an image are 426 x 2048.

You can always adjust the width of your infographic, but if it's too long, we suggest to use an automatically generated thumbnail or download and crop the most relevant part of the infographic you want to feature.

Pinterest

Finally, Pinterest is the number one platform for visual content discovery. It introduced the concept of pinboards, much like the ones you might have created as a teenager, to the digital world.

Demographics of Pinterest Users



[Pinterest is mostly used by women](#) over 40 for lifestyle content like Food & Drink, DIY & Crafts and Home Decor. Only 19% of the Pinterest users are male and their interests are Technology, Cars & Motorcycles, Men's Fashion, Sports and Videos. Most Pinterest [users are based](#) in the US and [prefer](#) Apple products.

Consider all of this when posting your infographics on Pinterest. Also, make it easy for readers to pin your infographics on Pinterest from your site.

Another major difference from Facebook and Twitter is that Pinterest discourages you to use short links and contextual tags.

Short links are often marked as [spam](#) and hashtags may even redirect traffic [away](#) from your site on Pinterest.

The best strategy for sharing a chart or an infographic on Pinterest is being clear about the content category and posting between [200 and 300 characters](#).

A [study](#) by Curalate indicates that the ideal characteristics of the most shared images are:

- Reddish-orange in color
- Use multiple colors
- Have medium darkness
- Use an aspect ratio between 2:3 and 3:5
- Have less than 10 percent background
- Have smooth texture
- Don't show faces

Take that into account when choosing a template on Infogr.am.

Conclusion

Phew, quite a few things to keep in mind. The main tips to remember from this guide are:

1. Think about what you post and why.

Is your story data-driven or only complemented with data? Do you primarily want to reach, engage or convert people on social media?

2. Set an inbound link to your site and provide a smart title and relevant meta description. Use visuals with your posts.

3. Create a relevant text that corresponds with the image.

Adjust images to the best-looking sizes for each social media platform you post to:

Social network	Best size for small thumbnails	Best size for images
Facebook	1200 x 630px	1024 x 512px or 800 x 800px
Twitter	1200 x 630px	1024 x 512px
LinkedIn	Only small thumbnails 350 x 350px minimum (80 x 110px)	350 x 350px minimum
Google+	506 x 303px minimum	506 x 303px minimum
Pinterest	235px width minimum	235px width minimum



Don't keep it to yourself - share it!

We'd love to hear your comments at hello@infogr.am

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