



# CHOOSING IMAGES FOR SOCIAL MEDIA

# THE NEWS VALUES OF SOCIAL MEDIA IMAGES\*





# KEEP THE GOAL IN MIND

- USERS CLICK THE LINK & READ THE FULL STORY

2. users share, retweet, engage with and comment, helping our content reach new eyes



# UNDERSTAND OUR AUDIENCE

TO BETTER CONNECT WITH THEM



## FACEBOOK

98% of users view Facebook via mobile devices

79% of users only view Facebook via mobile devices

Our audience is primarily 25-34 & 45-64 years old and most live in VA.

## TWITTER

80% of users view Twitter via mobile devices

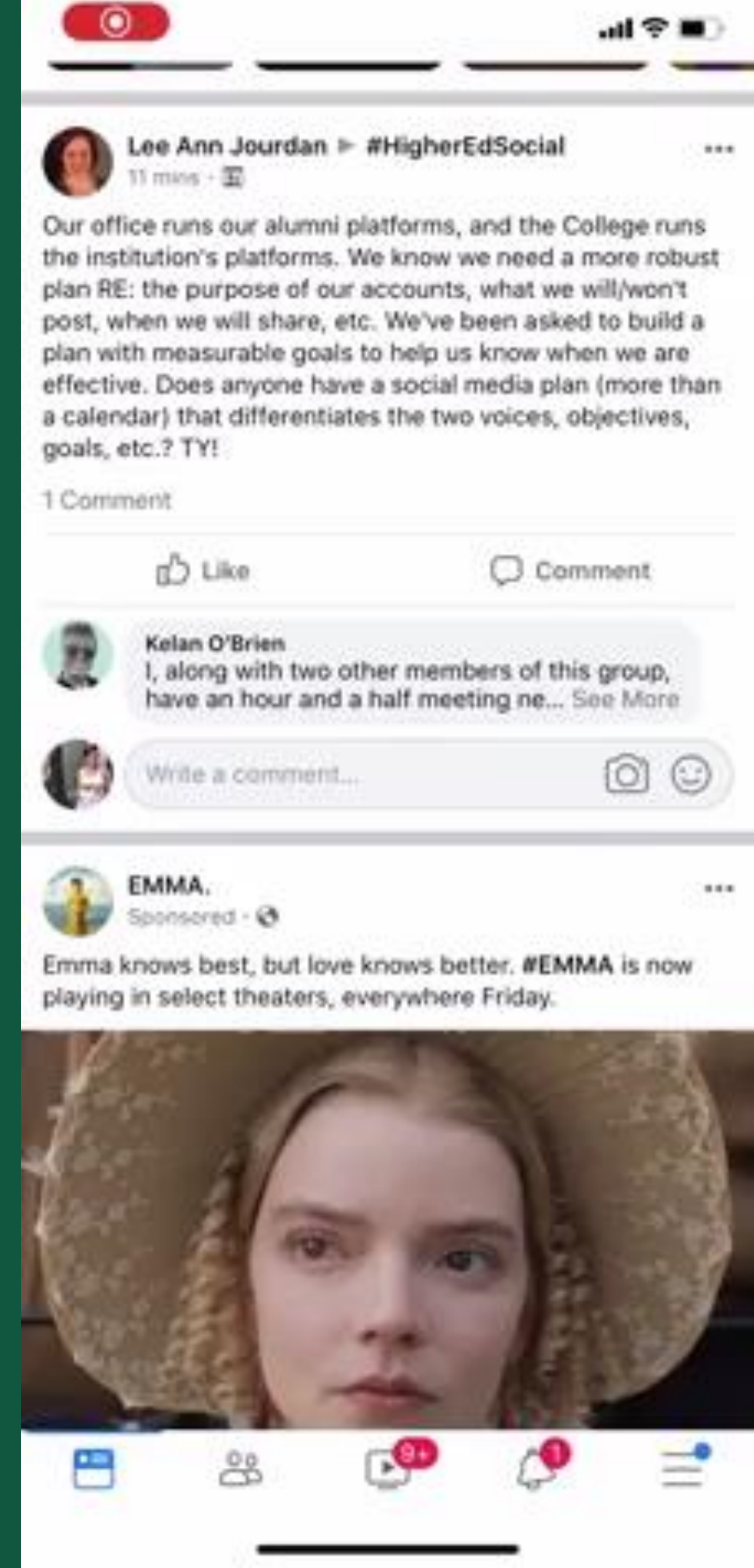
71% of users say they get their news from Twitter

26% of users are ages 30-49

# WE HAVE COMPETITION

13 LIKES, 5 COMMENTS, 1 SHARE  
are the average Facebook user's actions per  
month

38 MINUTES PER DAY  
is how long the average user spends on  
Facebook






# SOCIAL IMAGE "NEWS VALUES"



**William & Mary News**  
Posted by Jennifer Williams  
Friday at 9:04 AM · 🌐

Going into Saturday's 4 p.m. Senior Day game at Kaplan Arena, Nathan Knight '20 talks about his development as a student-athlete at W&M as he became one of the Tribe's all-time best players: <https://www.wm.edu/news/stories/2020/knight-solidifies-his-place-among-elite-in-wm-basketball-history.php>




WM.EDU  
**Knight solidifies his place among elite in W&M basketball history**

**William & Mary News**  
Posted by Emily Phillips  
February 14 at 1:35 PM · 🌐

"You never know what life circumstances are really going to rock you to the core. This is a really wonderful commitment to understanding that our community has needs and trusts that we can figure out ways to help."

Thanks to support from Teri Dale Dungan '88 and Thomas Dungan III '88, the HEART Fund is there for stud... See More



WM.EDU  
**Making a HEART-felt impact**  
The newly established Health Emergency and Resources f...

**William & Mary News @WM...** · 1/22/20

Given the artifact's contents and context, @williamandmary archaeologists believe this Civil War-era jug found on the I-64 median is likely a rare ritual item known as a "witch bottle." Witch bottles served as a kind of talisman to ward off evil spirits.



Civil War-era bottle found on highway median may be rare 'witch bottle'

## MINIMAL CONTEXT NEEDED

Is it obvious what users will get when they click the link?

## DIFFERENT, IN A GOOD WAY

Does it stand out from other content? Is it attention-grabbing?

## THINK MOBILE

Is it discernible from a smaller screen? Does it have one singular subject? Does it feature bright colors?



# MORE VALUES



Bold Focal Point



Clear & Easy to View



Representation Matters