CoR
DIGITAL MASTERCLASSES
Connect with your voters online
Creating visuals for social

Kwinten Lambrecht

28/9/20
Who am I?

- I live and work in Brussels
- Political sciences, Strategic & EU communications
- www.kwin.be
- @kwinlambrecht & LAMBYK
Ladies and gentlemen, welcome.
New in Brussels?
Why visuals?
Because that’s what the channels want.
More than a thousand words

I saw a fantastic new cycle lane yesterday in Brussels, it was somewhere around the canal and the weather was amazing!
More than a thousand words
More storytelling & emotion
See-Feel-Act
See-Feel-Act
Our brain likes visuals
More engagement

- 40 times more chance to get shares
- 150% more retweets on Twitter
- 2.3 times more engagement on Facebook
Tell more

European Committee of the Regions ✅ @EU_CoR · Sep 20

The #COVID19 pandemic showed us a clear lesson: people need a stronger European Health Union - says #EU4Health Rapporteur @NSarrabezolles → europa.eu/ich49Ku

The EU4Health programme is proof that we can do better to reinforce our health systems. For this reason, the 82% cuts operated by the European Council in the EU4Health budget are completely unacceptable. As cities and regions, we call on the European Parliament to defend this priority that can make a difference in people’s lives.

Nathalie Sarrabezolles
Member of Finistère Departmental Council
Party of European Socialists Group in the CoR
Tell more

<table>
<thead>
<tr>
<th>Feature</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Create Photo Album</td>
<td>Build an album out of multiple photos.</td>
</tr>
<tr>
<td>Create a photo carousel</td>
<td>Build a scrolling photo carousel with a link.</td>
</tr>
<tr>
<td>Create slideshow</td>
<td>Add 3 to 10 photos to create a video.</td>
</tr>
<tr>
<td>Create an Instant Experience</td>
<td>You can now tell a more immersive story by combining images and videos.</td>
</tr>
</tbody>
</table>

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Tell more
Interact more

*Tag* stakeholders, journalists, yourself, places, ... in images on all social media platforms.
What makes visuals effective?

- They spark emotion
- They explain something conceptual
- They show the ‘other side’ of something or someone
- They are human
- They are creative
- They are well timed ;-

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Humour

THEY CLOSED ALL THE MAIN ROADS

AND THEN I CAME BY HELICOPTER

Guy Verhofstadt 6d

The only protectionism you need 😁.
Humour
CoR
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Human & authentic
Explained...

The Human Cost of the Yemen War

People killed: 10,000
- Directly killed by the conflict (104,145)
- Killed by famine and disease caused by the conflict (131,000)

People at risk of being killed: 1 million
- Total population of Yemen (28 million)
- 86% need support
- 71% are food insecure
- 51% are in acute need
- 26% are at risk of famine
- 12% have been displaced

Civilian targets bombed:
- 133 water & power
- 668 farms
- 2064 residential areas
- 241 schools
- 33 hospitals
- 217 marketplaces
Explained...

#SOTEU

We propose to reduce emissions by at least 55% by 2030.
Don’t...
Please don’t...
Please don’t...
Please don’t…

**Evolution of Apple**

- **1991**: Apple introduces the PowerBook portable computer. Significant increase in revenue.
- **1985**: Fighting between Jobs and Apple Computer CEO John Sculley. Jobs resigns from Apple and founds NeXT Inc.
- **1984**: On January 22, Apple launches the Macintosh with the now-famous “1984” ad, shown during Super Bowl XVIII. Strong sales lead the company to go public.
- **1983**: They release “Lisa” as the first personal computer sold to the public with a graphic user interface (GUI). Its high price and limited software doomed Lisa to commercial failure.
- **1980**: In May, the Apple III is released, competing with IBM and Microsoft in business computing.
- **1977**: Apple Computer is incorporated and the Apple II is introduced.
- **1976**: Steve Jobs quits his job at Atari and persuades Steve Wozniak to quit his job at Hewlett-Packard to start Apple Computer out of Jobs’ garage. They launch the first Apple computer, the Apple I personal computer kit, priced at $666.66.

**Key Dates**

- **1994**: Apple joins forces with IBM and Motorola to create the PowerPC Reference Platform.
- **1997**: Apple CEO Gil Amelio decides to purchase NeXT and bring Jobs back to Apple as an advisor. Amelio is ousted, and Jobs becomes interim CEO.
- **1998**: Apple introduces the all-in-one iMac, designed by Jonathan Ive. Sales put Apple in the black for the first time since 1993.
- **2001**: Apple announced Mac OS X, and the iPod. Their first Apple retail stores open.
- **2003**: The iTunes Store opens up online.
- **2006**: Apple announces it will integrate Intel processors into Macs.
- **2007**: Apple announces that it has dropped “Computer” from its name and launches the iPhone and Apple TV. In May, Apple’s share price surpasses $100.
- **2008**: On July 11, Apple launches the App Store.
- **2009**: On January 14, Jobs takes a medical leave of absence.
Think before you share

• Does it reflect my image?
• Does it have added value?
• Would my friends understand what I am trying to show and tell?
• Copyright? Attribute and tag or mention ‘the artist’
Over to content creation
Disclaimer: You don’t always need to create

• Find pictures that support your message
  • www.pexels.com
  • www.unsplash.com
  • www.flickr.com – under creative commons option
  • CoR Media Center & from other institutions
Disclaimer continued

• It does not necessarily take a lot of time to produce visuals
• Create your own ‘house style’
• Make sure to add explanatory copy & hashtags
• Choose the right platform and dimensions
Dimensions

Facebook

Instagram feed
Dimensions

Twitter + LinkedIn

Instagram Story
Dimensions

Feel free to experiment!
Which tools can help you to create visuals?
Powerpoint
Pablo
Snappa
Snapseed
Gifmaker
Powerpoint
Pablo
Snappa
Gifmaker
Snapseed
Powerpoint

- Open Powerpoint
- Choose your background of choice or insert a picture
- Choose a font and message
- Tap File -> Export -> PNG
Powerpoint

1 minute later

How will COVID-19 change the way we travel?

READ OUR REPORT HERE
Powerpoint

Limitations

• Limited amount of fonts, graphics, no database of images
• Dimensions are perfect for Twitter and LinkedIn, not for other platforms
Powerpoint
Pablo
Snappa
Gifmaker
Snapseed
Pablo

By Buffer

• A simple Chrome extension that can be easily installed
• It turns almost any web image into a compelling one
• Reshare immediately on social media
• Various formats
• https://pablo.buffer.com/
Powerpoint
Pablo
Snappa
Gifmaker
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Powerpoint
Pablo
Snappa
Gifmaker
Snapseed
Snapseed
Photoshop on your mobile phone
Snapseed
Photoshop on your mobile phone
Snapseed
Photoshop on your mobile phone
Taking pictures with your smartphone
Use Gridlines
Taking pictures with your smartphone

Don’t zoom too much and don’t use your flash during daylight

Use various photo options: Square, Portrait, Panorama, Detail shot

Set your camera focus by tapping on the screen, also downsize light if necessary
Taking pictures with your smartphone
Taking pictures with your smartphone
Taking pictures with your smartphone
Taking pictures with your smartphone
Taking pictures with your smartphone
Taking pictures with your smartphone
One more thing...
Use the ‘obvious’ tools
Use the ‘obvious’ tools

Preparations of recovery plans should not be only in hands of member states, but also their EUregions & cities.
Use the ‘obvious’ tools
Use the ‘obvious’ tools

QUOTE OF THE DAY

“Always clean your smartphone lens!”

—— Kwinten Lambrecht
Thank you!

You will receive a list with other useful (video) tools from me after this session.

Kwinten Lambrecht

www.kwin.be