

*The power of*

# IMAGES

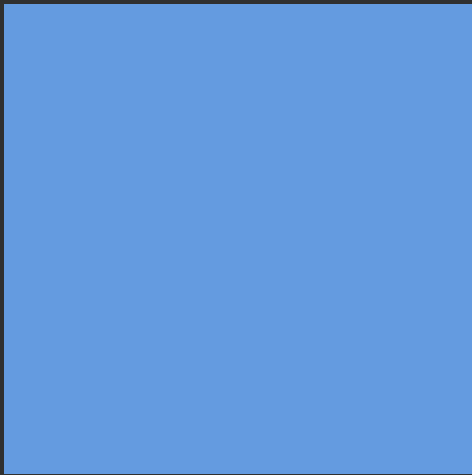
what we learned from analyzing 100 million posts

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Buzzsumo

Canva

# Graphic vs text



This is a regular quadrilateral, with four equal sides and four equal angles (90-degree angles or right angles).

# How our brains process information

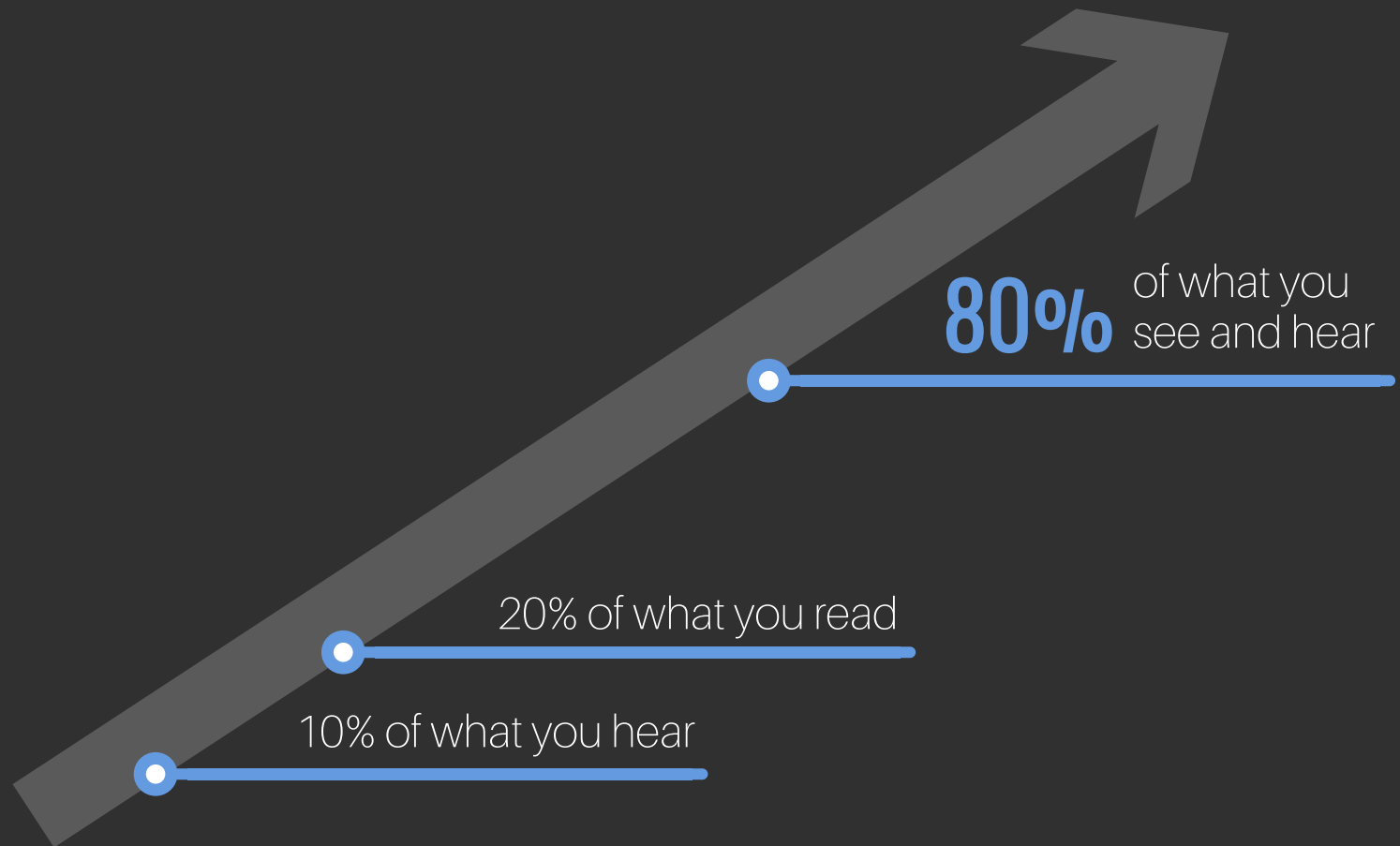
**90%** of information transmitted to the brain is visual

**60,000x** the number of times faster the brain processes visual information over text

# Instant understanding

We can understand a visual scene in less than **1/10th of a second**

# Spectrum of information retention



# Key questions

What is the quantifiable impact of including an image in a Facebook post?

What is the optimal use of images/words in a blog post?

Does a large image Twitter card have greater impact than a summary and image?

What is the impact of implementing FB og:image?



You need **DATA**  
not hunches and hippos.

Analysis



# 100 million posts ON FACEBOOK



facebook®



With image

372

No image

164

0

100

200

300

400

Interactions (shares/likes/comments)

OG:images

ON FACEBOOK



facebook®



197 shares  
with image

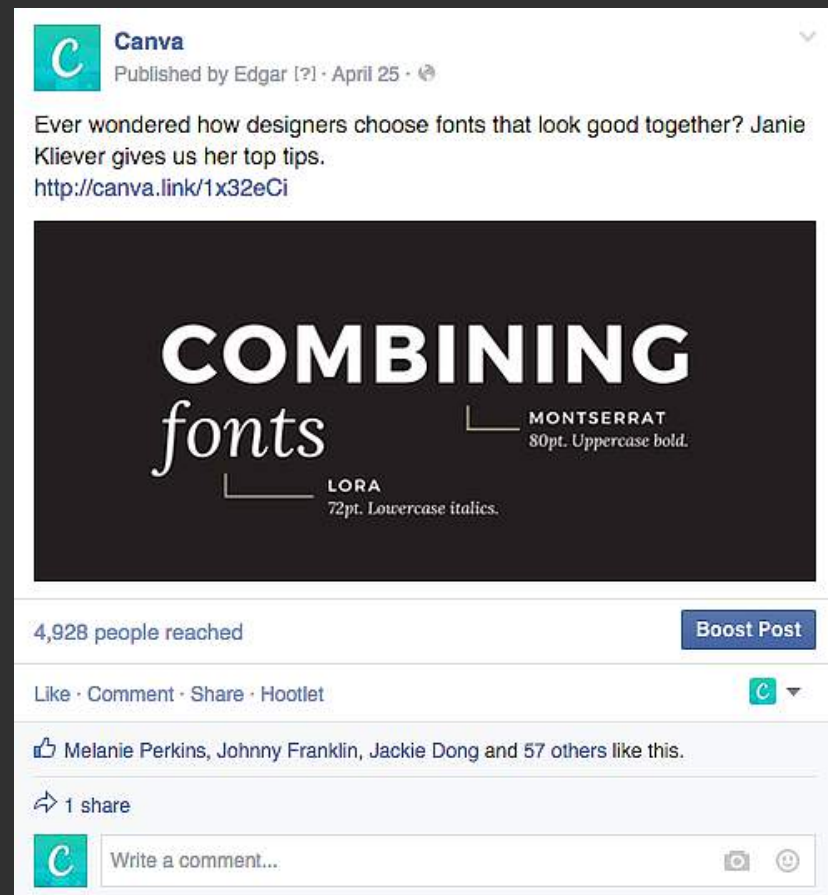
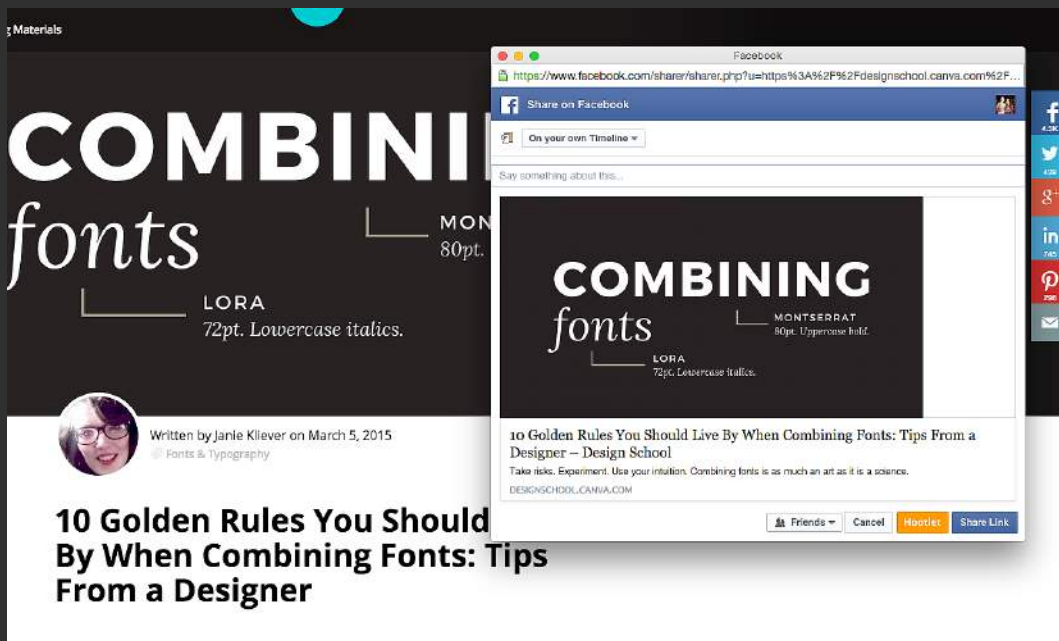


61 shares  
no image

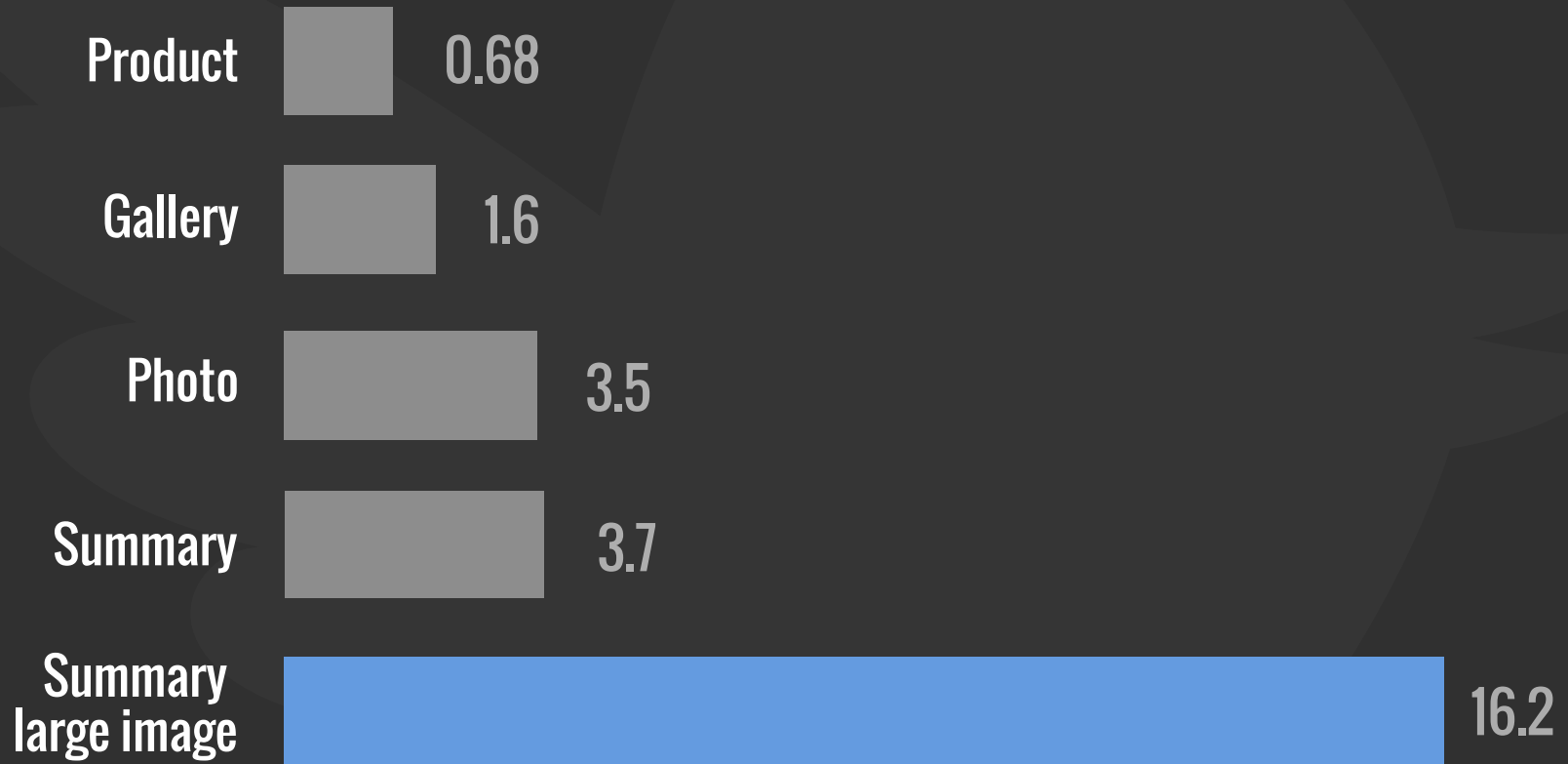


# OG:images

## EXAMPLE ON FACEBOOK



# Social media traffic ON TWITTER



Average shares

# Social media traffic ON TWITTER



Everything you need to know about the Amazon Fire Phone  
[trib.al/WcAExIJ](http://trib.al/WcAExIJ)

3:40 PM - 23 Jul 2014



## Hands On With The Amazon Fire Phone | TechCrunch

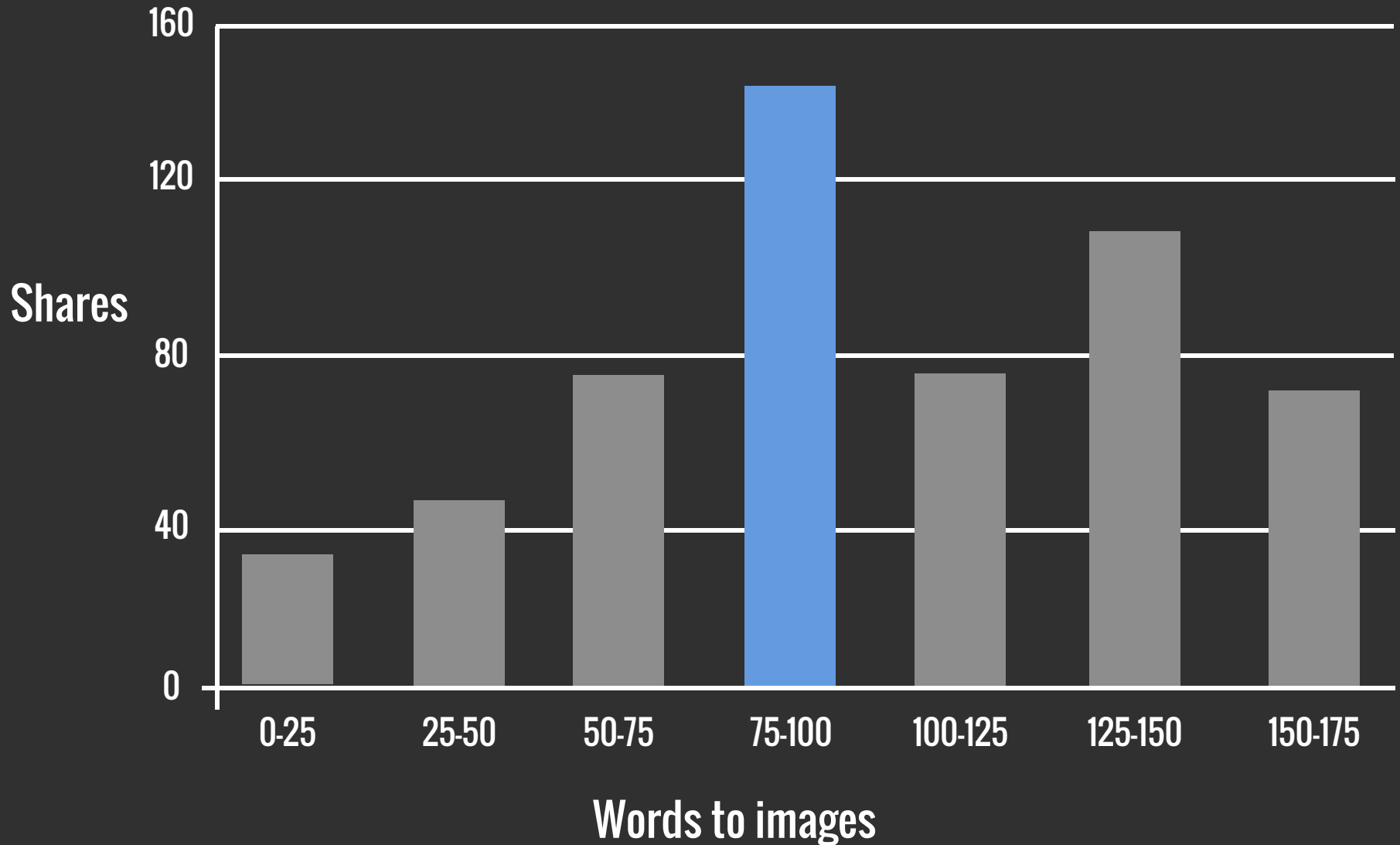
Announced last month, the Amazon Fire Phone is the company's first attempt at mobile hardware. Like its cousins in the Kindle Fire line of tablets, it runs a fork of Android and gives you...

[View on web](#)

↩️ ↻ 67 ★ 29

# The golden ratio

OF IMAGES TO TEXT IN ARTICLES



# Viral sharing

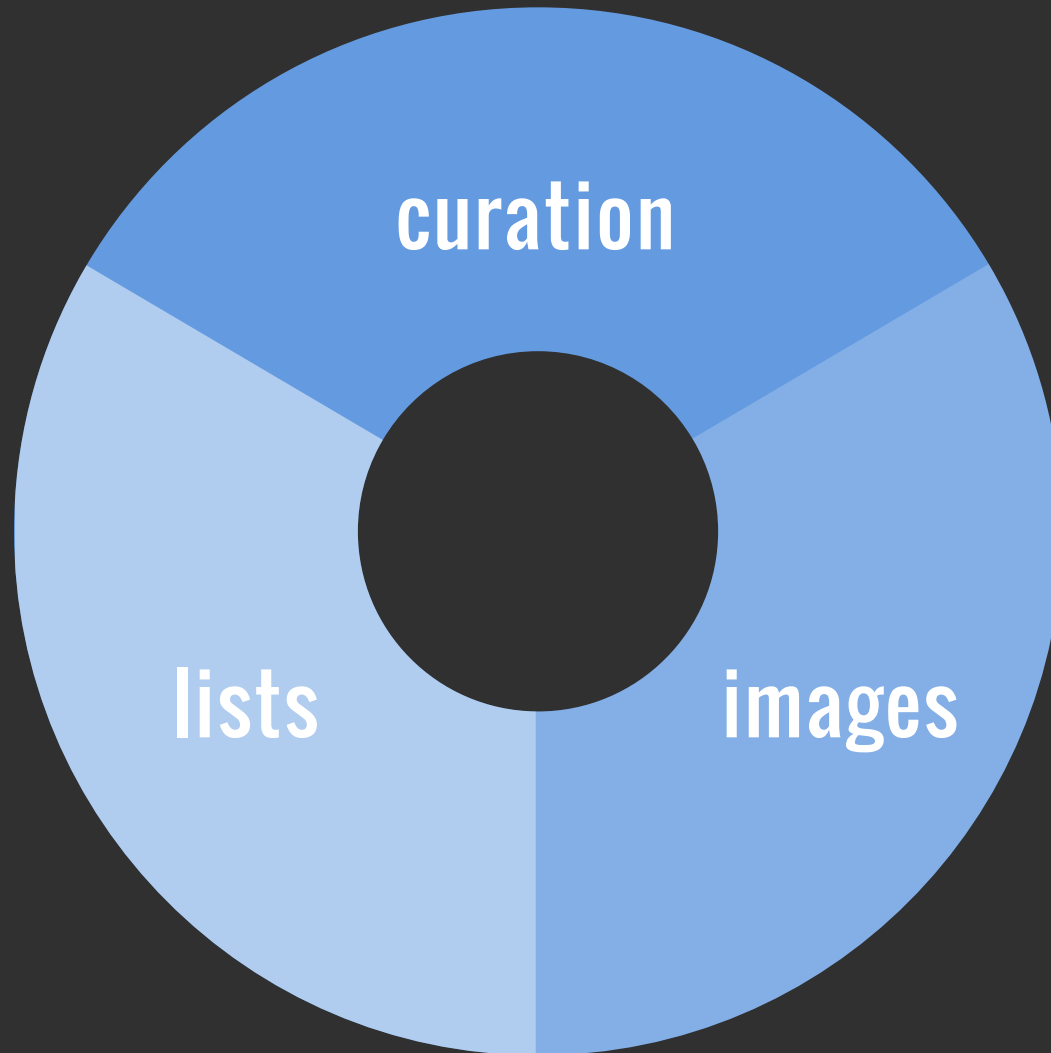
## BUZZSUMO ANALYSIS

### TITLE OF ARTICLE

	FB	TWITTER	LINKEDIN	PINTEREST	G+
D-Day Landing Sites Then And Now: 11 Striking Images That Bring The Past And Present Together <a href="http://huffingtonpost.co.uk">huffingtonpost.co.uk</a>	665.1k	365	9.4k	810	836
PICTURES: Shocking Pictures Comparing US School Lunches to Other Countries Goes Viral <a href="http://conservativetribune.com">conservativetribune.com</a>	469.6k	9	708	95	38
11 Pictures That Compare Life Today With How It Used To Be <a href="http://idealistrevolution.org">idealistrevolution.org</a>	327.9k	68	691	197	105
Overpopulation, overconsumption - in pictures <a href="http://theguardian.com">theguardian.com</a>	302.1k	665	4.4k	2	2.3k

# Ingredients

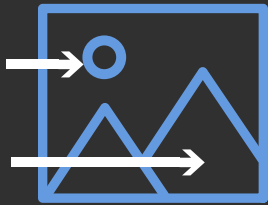
OF THE PERFECT CONTENT FORMULA





# Picture list posts

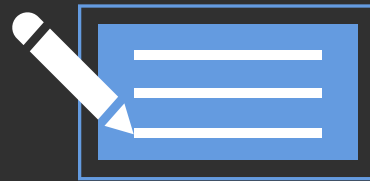
KEY TO YOUR CONTENT STRATEGY



Explain  
a concept



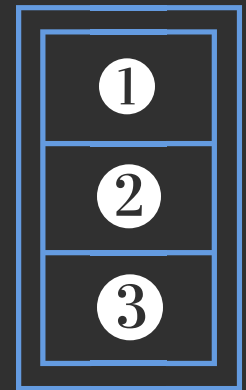
Show  
comparisons



Tell a story



Curate an  
original list



Demonstrate  
a process

# Picture list post

## EXAMPLE 1

"This right here is a comet. We just landed a probe on one of those bad boys. Here's what one looks like compared with Los Angeles."

Shares: 2.5mm



# Picture list post

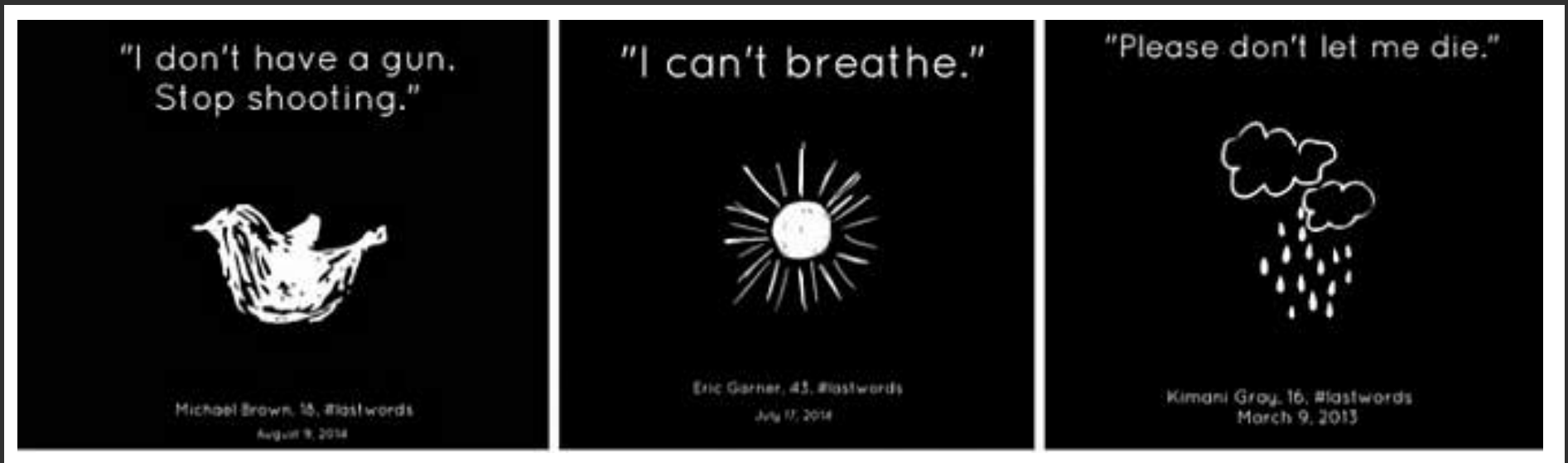
## EXAMPLE 2

"Indonesian surfer Dede Surinaya catches a wave in a remote but garbage-covered bay on Java, Indonesia, the world's most populated island."  
Shares: 300,000



# Additional formats

## STORY POST



Use a series of images to create cumulative emotional impact. This "Last Words" post makes no apology for delivering an emotional stomach punch.

Shares: 260,000

# Additional Formats

## COMPARISON POST



Pictures allow readers to instantly make visual comparisons. The Huffington Post uses merged photos to create an emotive image of D-Day landing sites.

Shares: 600,000

# Additional Formats

## PROCESS POST



Pictures can deliver value in a 'how to' post, like in this one on how to dry nail polish quickly. People love life hacks that help them do tasks quicker and better.

Shares: 670,000

# Additional Formats

CURATION POST



Curation posts are great for showing you possibilities and options.  
They act as a form of virtual brainstorming board.

# How can you use picture list posts?

What types of images work best in your industry?

How can you use images to tell a story?

What comparisons can you make with images?

What 'how to' posts will work with pictures?

What concepts can you explain through a series of images?

What curation of images are of value to your audience?



# Introducing Canva

Remember: Images are key to virality.

# Thanks & FAQ

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[canva.com](https://www.canva.com) | [@annaisabelle92](https://twitter.com/annaisabelle92)