

POSTING TO PROMOTION INFOGRAPHIC PROCESS

Checklist

1.



CUSTOMIZE YOUR INFOGRAPHIC TO FIT ON YOUR WEBSITE



Know your backend's size limitations

Pixel width and file size (MB, GB)



Create your infographic with that size in mind



Test an infographic on your website. Does it look okay?



Examples of infographic layouts

- Traditional
- Slider
- Horizontal
- Square

2.



POST IT PROPERLY

The page your infographic lives on should have the following items:

- ✓ Your website navigation
- ✓ Headline
- ✓ Sharing buttons
- ✓ Full-width infographic
- ✓ Links/next steps for the reader after the infographic



What to avoid

- Only making your infographic a PDF
- Formatting your infographic too small
- Hiding your infographic

3.



SHARE IT ON SOCIAL



Don't post the full infographic to social media—people won't be able to read it



Create microcontent to share and link back to the full piece on your website



Share it more than once and on more than one channel



Experiment with using different portions of the infographic as a preview

Don't be afraid to put \$ behind your promotion