Content Planning Guide for Infographics

1. Focus on a Single Message
Keep your infographic clear and focused on one key idea. Avoid overloading with too much information.

2. Use High-Quality Visuals
Select sharp, professional images and icons. Blurry or pixelated visuals can hurt your brand.

3. Prioritize Readability
Use easy-to-read fonts and keep text sizes large enough for mobile screens. Stick to short sentences and bullet points.

4. Leverage Your Brand Colors
Incorporate your brand's color palette to keep the design consistent and recognizable. Use contrasting colors to highlight important information.

5. Optimize for Mobile Viewing
Most users will view your infographic on their phones. Ensure it's legible and visually appealing on smaller screens.

6. Include a Clear Call to Action (CTA)
End with a CTA that tells your audience what to do next—share, save, visit your website, or follow your social channels.

7. Keep It Shareable
Make your infographic easy to share by using social media-friendly dimensions (e.g., vertical for Pinterest, square for Instagram).

8. Review and Proofread
Double-check for spelling, grammar, and accuracy. Mistakes can reduce credibility and engagement.

9. Track Performance Metrics
Monitor engagement, shares, and traffic to see what resonates with your audience. Use insights to refine future infographics.

Notes:

- Write a short, attention-grabbing headline that sums up the main point of your infographic. Keep it concise (6-8 words).

- Use 1-2 sentences to introduce the topic. Explain what your audience will learn or gain by reading the infographic.

- Start with a clear, concise heading for each point.

- Explain the point in 1-2 sentences. Keep it simple and actionable.

- Use a relevant icon or small image to visually support the point.

- When sharing data, represent it visually using a bar chart, pie chart or icon.

- End with a clear call to action. Examples: "Visit our website," "Download our free guide," "Follow us on Instagram," or "Share this infographic."

- Add links or icons to encourage users to share your infographic on their networks.

Final Touches & Optimization

- Check that all text is legible on mobile devices.

- Ensure icons and graphics are aligned properly.

- Include your brand logo in a discreet corner for brand recognition.

Canva Template Links:

1. List-Based Infographic

https://www.canva.com/design/DAGWe0Gocio/Me1WyV7LkK-fIxfI08IjPw/view?utm_content=DAGWe0Gocio&utm_campaign=designshare&utm_medium=link&utm_source=publishsharelink&mode=preview

2. How-To Guide Infographic Template

https://www.canva.com/design/DAGWe1YBLBQ/hFSQlGsh6b8lmiI7EGZikw/view?utm_content=DAGWe1YBLBQ&utm_campaign=designshare&utm_medium=link&utm_source=publishsharelink&mode=preview

3. Comparison Infographic Template

https://www.canva.com/design/DAGWfKcpC48/BHpvH3QgPU8IWHcgv7Gx8Q/view?utm_content=DAGWfKcpC48&utm_campaign=designshare&utm_medium=link&utm_source=publishsharelink&mode=preview