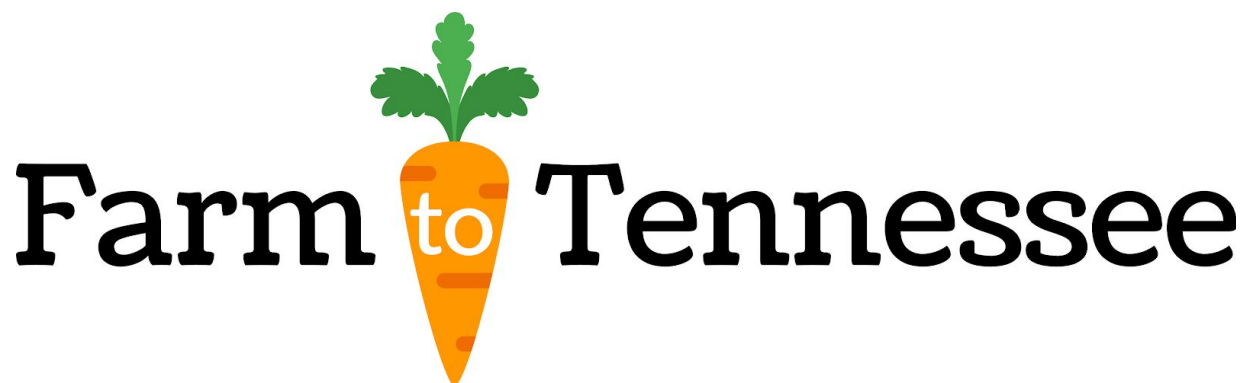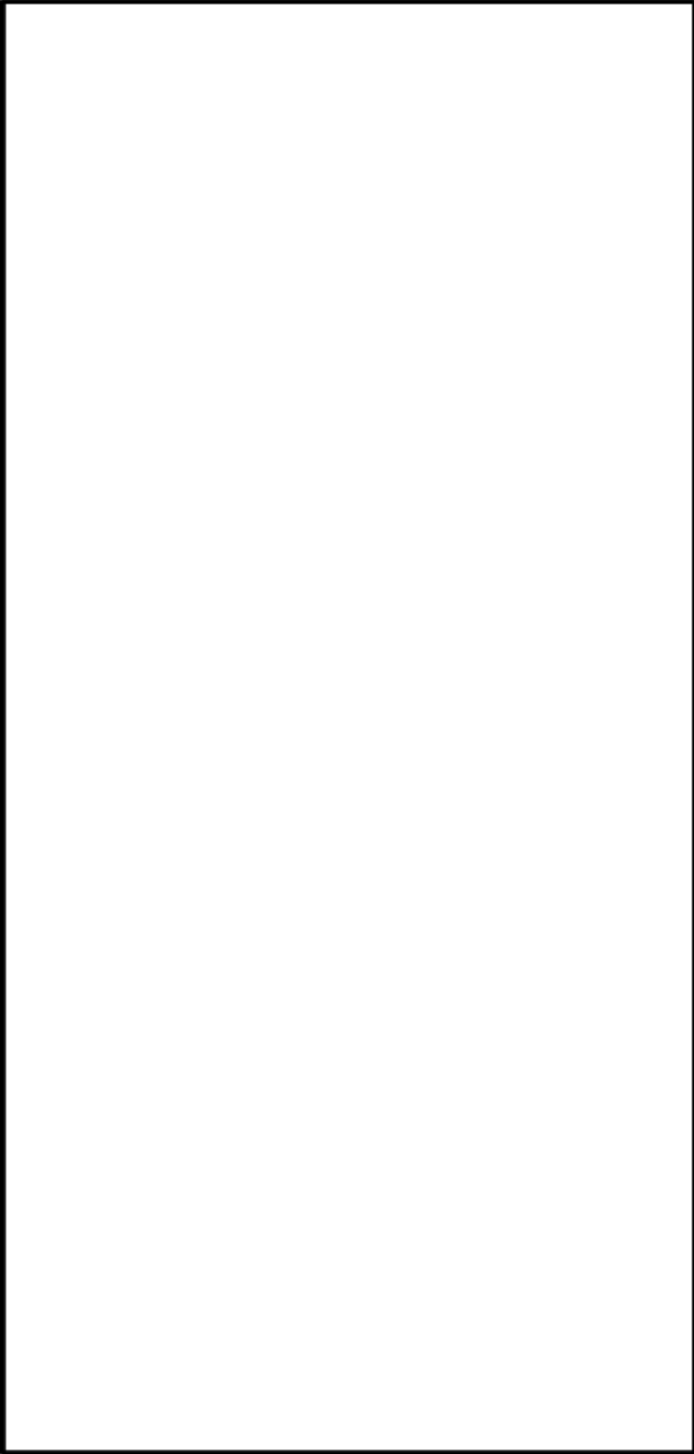# Consistency in Content:

Getting Your Organization Noticed Through Social Media and Branding

Farm to Tennessee -- an organization that works to put the fruits & vegetables of financially stressed farmers into local school lunches -- needs your help! Through this hands-on workshop, participants will develop a new branding and graphics campaign for this pretend organization.
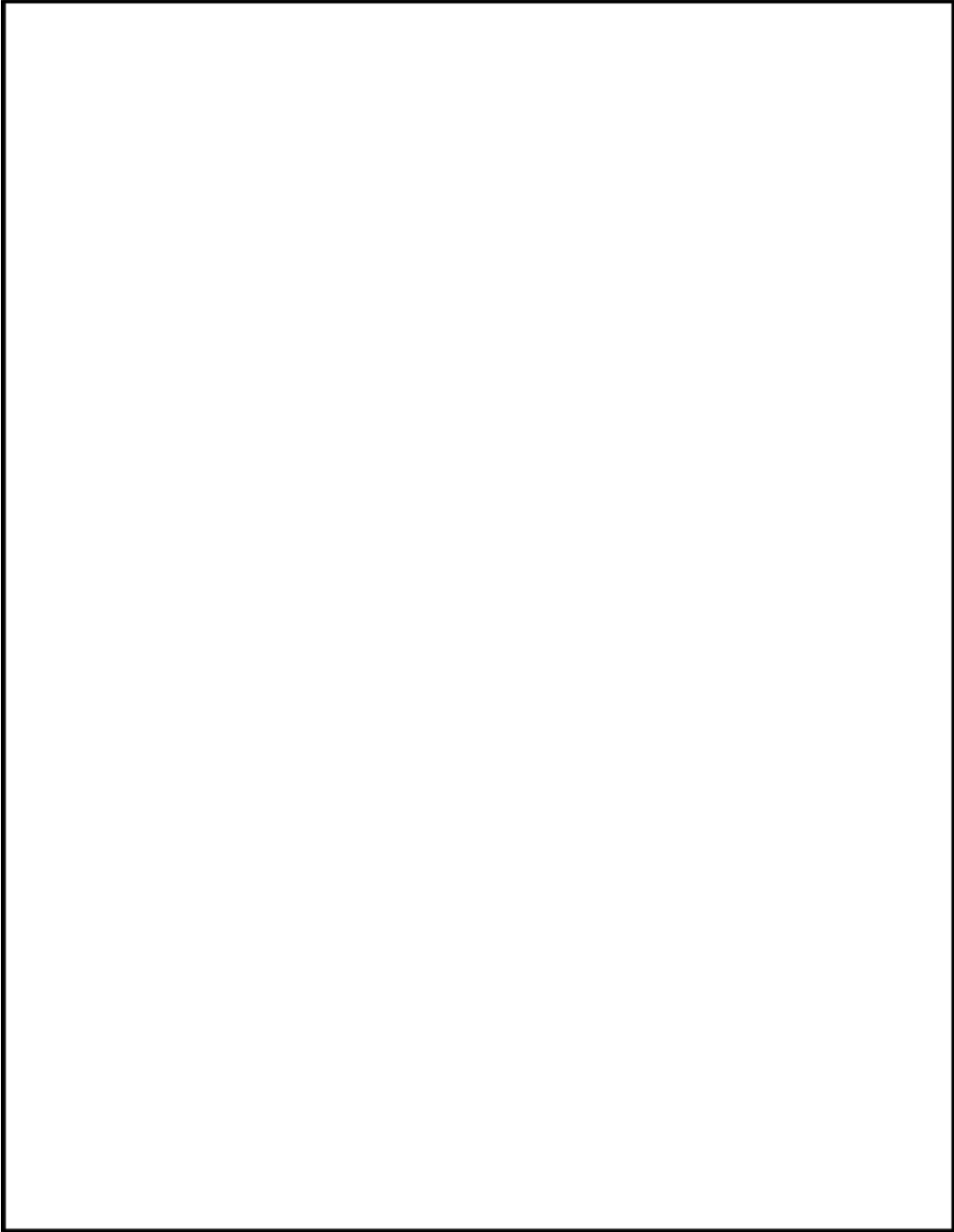
Notes & Questions:

Create the front of Farm to Tennessee's new brochure:

Farm to Tennessee

Create a new flyer template for Farm to Tennessee:

Farm to Tennessee

What are things Farm to Tennessee should use social media for?

What should people know/learn about Farm to Tennessee?

Farm to Tennessee

Create 3 social media posts for Farm to Tennessee's upcoming fundraising dinner:

Farm to Tennessee

What are things we discussed that your organization can do to improve engagement?

Whether on your social media content, or directly with your organization.

Farm to Tennessee

Resources:

Design & Editing:
- ***Canva***: free online template tool for easily creating flyers, social media posts, infographics, and other visuals
- ***Gravit Designer***: a free vector design application that allows for advanced visual creation. Similar to Adobe Illustrator.

Fonts & Typefaces:
- ***Typewolf***: great tool for learning about history of a typeface and other typefaces to use in combination
- ***DaFont.com***, ***Font Squirrel***: two of hundreds of free typeface download websites

Stock Images:
- ***Flickr Creative Commons***: great resource for free high-resolution images. Check on each image for licensing, modification, and attribution rules.
- ***iStock***: another good source for high-res images. The use rules and regulations are slightly stricter than Creative Commons.
- ***Google Images***: make sure you have filters set for images that can be reused.

Color Palettes:
- ***ColourLovers.com***: searchable color palettes
- ***Design Seeds***: color palettes inspired from magazines, nature, interior design

Accessibility:
- ***WebAIM Color Contrast Checker***: ensures a combination of colors for text/background is readable for people with visual impairments or who are color blind
- ***Clipomatic*** (iOS), ***AutoCap*** (Android): automatic video captions and subtitles
- Make sure you add image descriptions/alt text to all your pictures on social media for people with visual impairments who use screen readers!

Farm to Tennessee