![Haley Marketing logo]

What Are Branded Social Sharing Images – and How Should Your Staffing Firm Use Them?

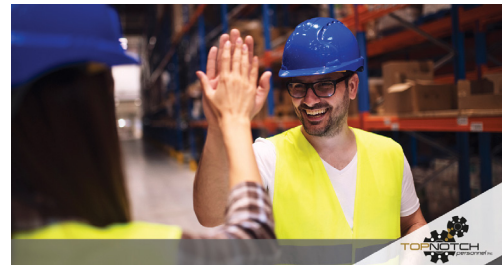**By Amelia Foti**

What Are Branded Social Sharing Images?

Branded social sharing images are one of the key factors in a successful social media strategy. These images are specially tailored to your brand and are always related to the content of the social post. Branded images are a great way to get users to engage with your social content while also reinforcing your company brand. When you add a customized design to your social images that includes your company logo and/or company colors, you're able to highlight your brand in social posts.

Why Should You Use Branded Social Sharing Images?

In order to have a successful social media campaign, it's important that you have a comprehensive social image strategy in place. As mentioned earlier, these images are an excellent way to reinforce your brand, but they can also help with engagement.

We spend so much time on social media today; consuming such mass amounts of content can negatively impact our attention span. Luckily, adding images to your social posts is a great way to engage your target audience. These images are an opportunity for you to catch and sustain the attention of your followers.

Studies have shown that social posts with images receive much more engagement than posts without images. According to Twitter, tweets that include imagery receive approximately 35% more retweets. Other studies have shown that Facebook posts with images receive about 37% more engagement. In fact, BuzzSumo found that social posts with images tend to receive about 2.3 times more engagement than those without.

How to Use These Images

In order for these images to be as impactful as possible, you'll want to use branded images in most, if not all, of your social posts. Make sure the photo or graphic you choose relates to the actual message of the post. You'll also want to make sure that the image isn't too busy. Keep it simple! Find a clean way to incorporate your company branding. If you include a font, make sure it's easy-to-read and legible.

Above all, make sure you are consistent. Use the same version of your logo or the same general design for your branded social sharing images. If you choose to include text in these images, use a font that is legible and easy to read.

How to Create Branded Social Sharing Images

If you want to create your own branded social sharing images, you have a couple of options. There are some free tools online, like **Canva,** that allow you to create branded images. You can choose different stock images and templates, which you can customize with your company logo or company colors.

Alternatively, you can hire marketing experts to create customized images specifically for your brand. Oftentimes, such designers are able to create your branded images from scratch and customize them using their professional software.

Contact Us to Learn More

Haley Marketing has the knowledge and skills to create customized branded social sharing images for your staffing company. **Contact us today** to learn more.