

Creating Memes

Creating fun, shareable content on social media.



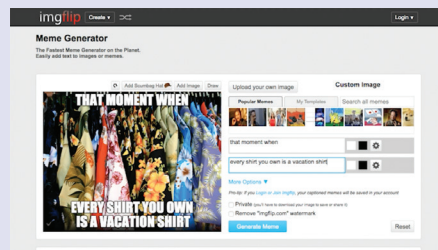
What exactly is a meme?

A meme is a humorous image, video, or text, that is copied (often with slight variations) and is spread quickly across social media!

Memes are probably one of the most shared graphics on the internet and social media today. You've most likely seen memes in your News Feed on Facebook, Instagram, or Twitter. They're pretty easy to make too, even if you've never made one before!

Creating Your Own Meme

To make your own meme go to www.imgflip.com/memegenerator and follow the simple instructions on how to upload your own image and add text.



Have fun with it!

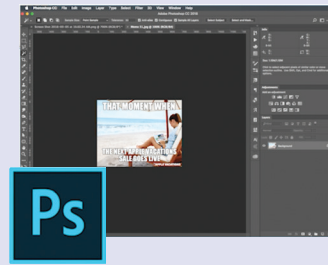
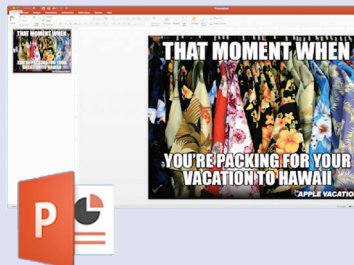
Not everything has to be humorous of course, but usually the most unique memes get shared the most. And, that is the ultimate goal!

A picture tells a story!

When selecting your image, it's important to visualize how your text will appear. You'll want to avoid an image that is too busy at the top and bottom because that's where your text will be placed.

Helpful tip:

Memes are 4:3 ratio. Take your meme-making skills to the next level and try creating in PowerPoint or Photoshop!



Add your logo or company name

These programs will allow you to add your name or logo on the photo. This way, you've increased your brand awareness and audience reach when your meme is shared.