



KT IN with MSKTC

Best Practices for Creating Images for Social Media

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Today's Session Covers...

- Why strong visuals matter for KT
- Image accessibility essentials
- Branding fundamentals
- Common design pitfalls and best practices

Why Good Images Matter for KT

- Capture attention
- Support understanding
- Build trust

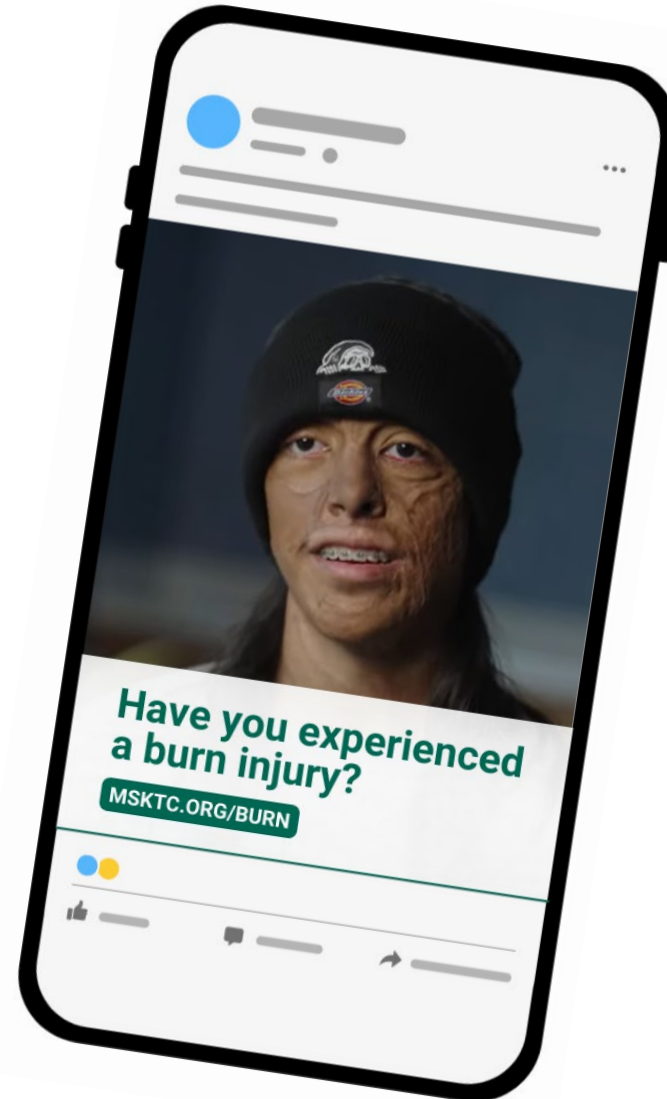


Image Accessibility

Goal: Make sure images can be understood and accessed by everyone

- Use alt text for all images
- Ensure color contrast meets minimum guidelines
- Consider cognitive load



Image Accessibility

| Alt Text Essentials

A black woman in her 20s seated in a wheelchair indoors, holding a phone and wearing a colorful top and brown pants. Large bold text over the image reads “MSKTC NEWSLETTER.”

Tip: AI can be a great tool in crafting alt text for your graphics!



Image Accessibility

| Color Contrast & Readability

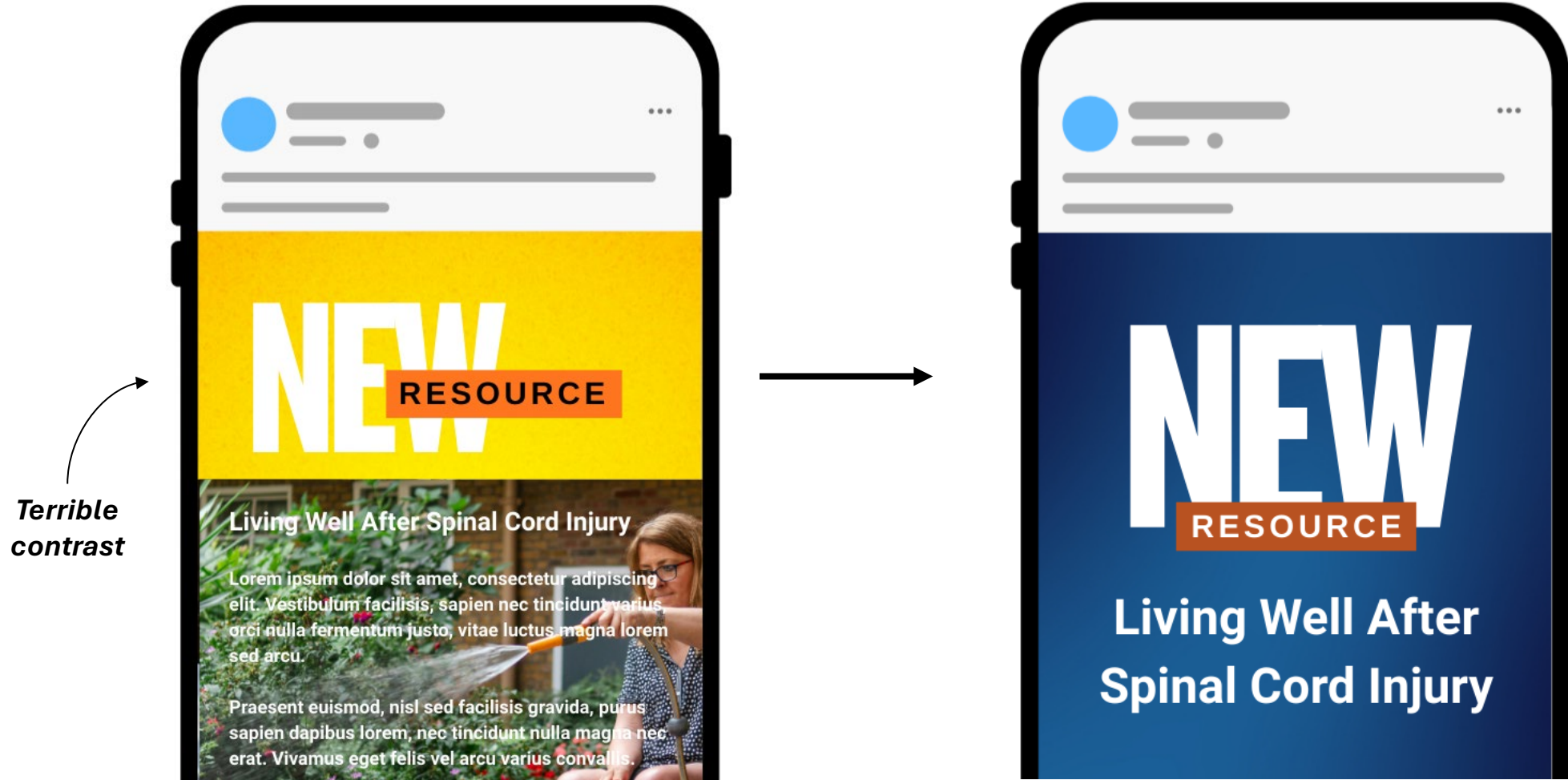
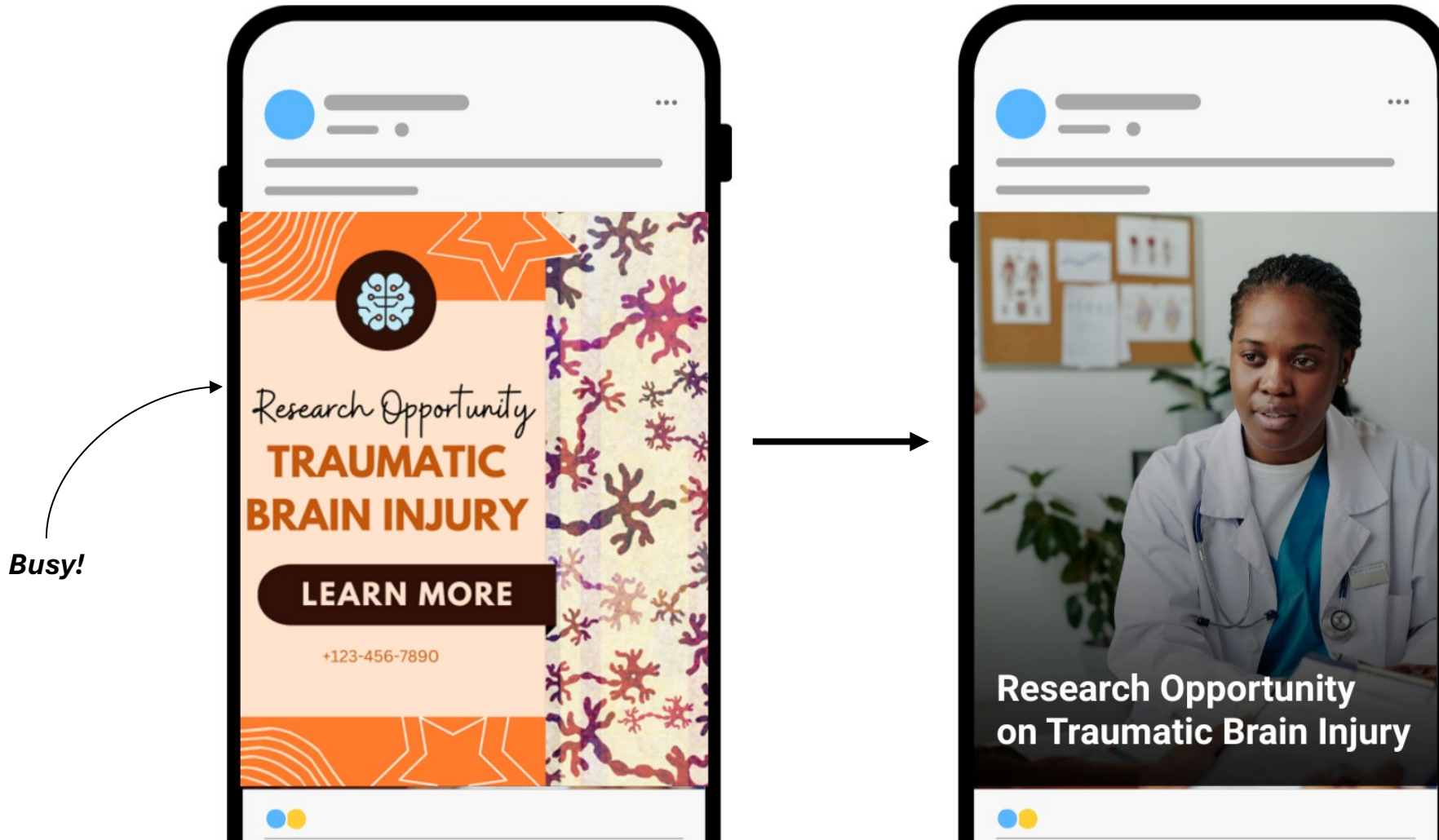


Image Accessibility

| Considerations for Cognitive Accessibility



GOLDENVOICE PRESENTS IN INDIO
COACHELLA
COACHELLA VALLEY MUSIC AND ARTS FESTIVAL
INDIO CALIFORNIA  EMPIRE
POLO CLUB

Sabrina Carpenter

FRIDAY APRIL 10 @ 17

the **XX** • Nine Inch Noize • Disclosure • Turnstile • Ethel Cain • Dijon • Teddy Swims • KATSEYE • Devo • Sexyy Red • Central Cee • Foster the People • Levity • Blood Orange • Moby • Marlon Hoffstadt • Lykke Li • fakemink • Gordo • Creepy Nuts • Joyce Manor • BINI • Kettama • Groove Armada • Joost • HUGEL • CMAT • Slayyyter • Prospa • Hot Mulligan • Hamdi • Fleshwater • Max Styler • Wednesday • Dabeull • The Two Lips • Ninajirachi • Max Dean x Luke Dean • Cachirula & Loojan • Jessica Brankka • Chloé Caillet x Rossi • Arodes • NewDad • Carolina Durante • flowerovlove • Febuary • Bob Baker Marionettes • Youna • Sahar Z

SATURDAY APRIL 11 @ 18

Justin Bieber

The **Strokes** • GIVĒON • Addison Rae • Labrinth • SOMBR • David Byrne • Interpol • Alex G • Swae Lee • Solomun • Taemin • PinkPantheress • Royel Otis • REZZ • Fujii Kaze • Adriatique • Davido • Boys Noize • Geese • rusowsky • ₩Ø\$ŨK€ ₩UK1MAT\$U • Green Velvet • AYYBO • Luísa Sonza • ZULAN • Los Hermanos Flores • Bedouin • Ceremony • 54 Ultra • Noga Erez • Ben Sterling • Blondshell • Lambrini Girls • Ecce Vandal • Mind Enterprises • Freak Slug • SÖSA • Mahmut Orhan • Riordan • Die Spitz • WHATMORE • GENESI • Yamagucci

SUNDAY APRIL 12 @ 19

Karol G

Young Thug • Kaskade • BIGBANG • Laufey • Major Lazer • Iggy Pop • FKA twigs • Wet Leg • Clipse • Subtronics • Little Simz • Mochakk • Duke Dumont • Worship • Armin van Buuren x Adam Beyer • Holly Humberstone • Gigi Perez • The Rapture • Suicidal Tendencies • BUNT • French Police • Black Flag • Oklou • Röyksopp • The Chats • DRAIN • Model/Actriz • COBRAH • Los Retros • WhoMadeWho • Jane Remover • RØZ • Glitterer • Carlita • Josh Baker • MĚSTIZA • &friends • AZZECCA • LE YORA • Samia • Tomora

Anyma
presents **Æden**
world premiere



Branding Fundamentals

Goal: Make posts instantly recognizable and cohesive.

Consistent Color & Typography

- Pick a small palette and 1–2 fonts.
- Use branded colors for accents or callouts.

Voice & Style Consistency

- Use a consistent tone in imagery: clean, bold, warm, scientific, etc.





KEYNOTE | DR. JOHN CORRIGAN

10TH NATIONAL BRAIN INJURY CONFERENCE
BRAIN INJURY AUSTRALIA



Returning to School
After Burn Injury

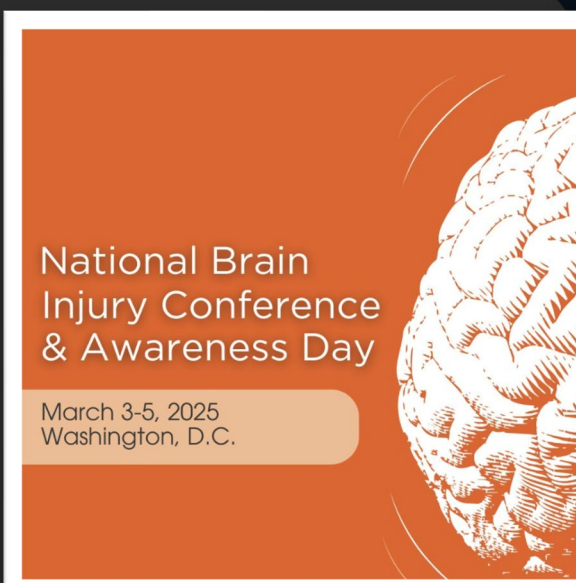


SCI EVENT SPOTLIGHT

3rd Annual Sara Mulroy
Spinal Cord Injury
Symposium:

Aging with Spinal Cord Injury

📅 March 15, 2025

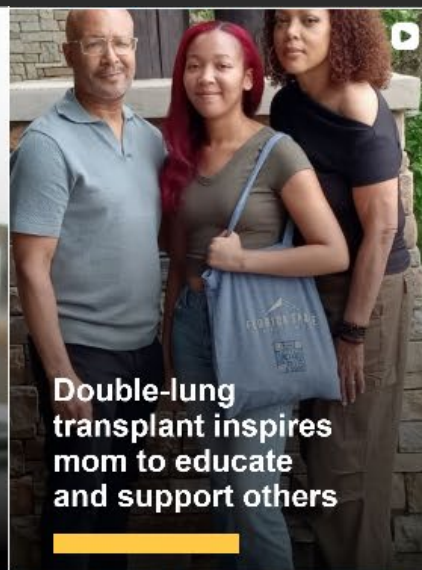


National Brain
Injury Conference
& Awareness Day

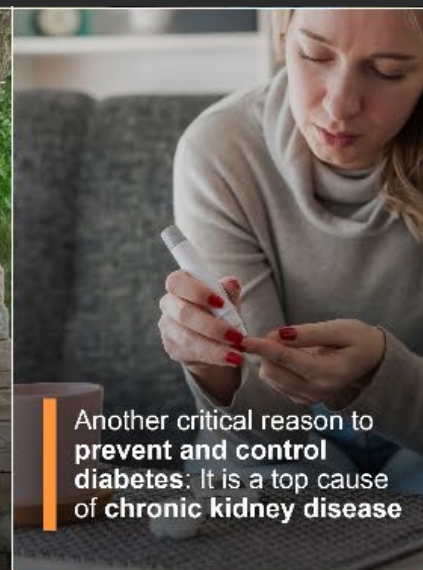
March 3-5, 2025
Washington, D.C.



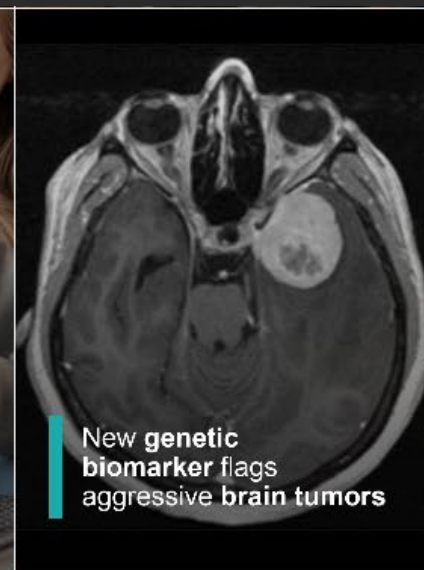
Probiotic drinks:
What really works
for gut health



**Double-lung
transplant inspires
mom to educate
and support others**



Another critical reason to
prevent and control
diabetes: It is a top cause
of chronic kidney disease



New **genetic
biomarker** flags
aggressive brain tumors



**KICKS AGAINST
CANCER**

Inspired by her grandfather's
cancer journey, Lauren West
combined her love of soccer with
a mission to make a difference

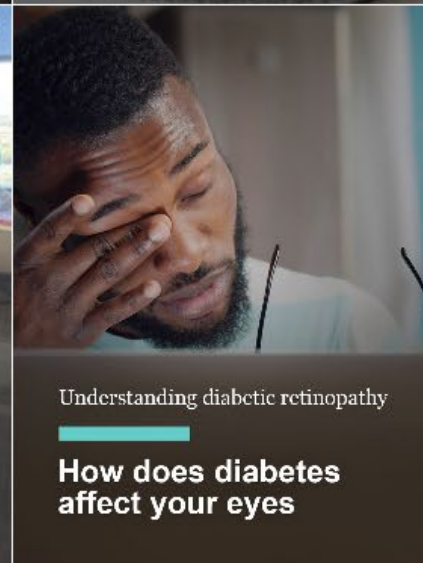


Congratulate our
DAISY Award Honoree



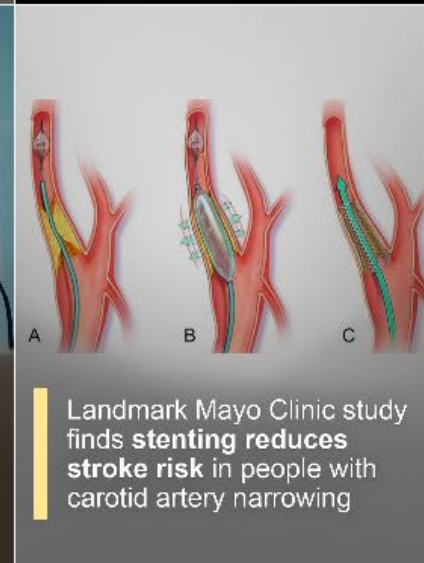
Growing through change: Thriving in
a career of continuous development

**EMBRACING NEW ROLES,
SKILLS AND TEAMS**



Understanding diabetic retinopathy

**How does diabetes
affect your eyes**



Landmark Mayo Clinic study
finds **stenting reduces**
stroke risk in people with
carotid artery narrowing

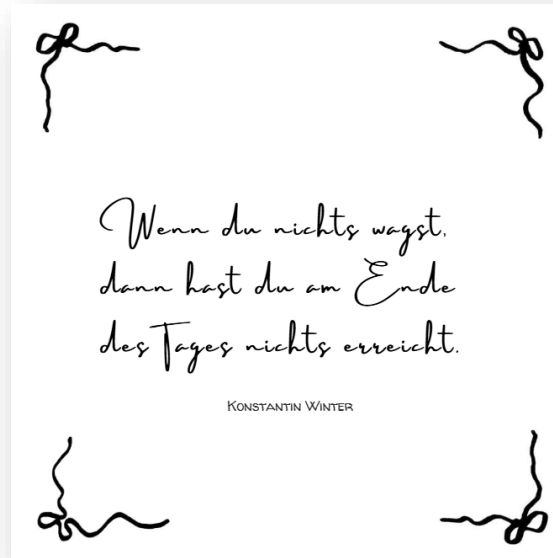


Common Pitfalls and Best Practices

| Design Templates: Friend & Foe



***Not enough contrast between
font color and background***



***Good contrast but font is very
hard to read***

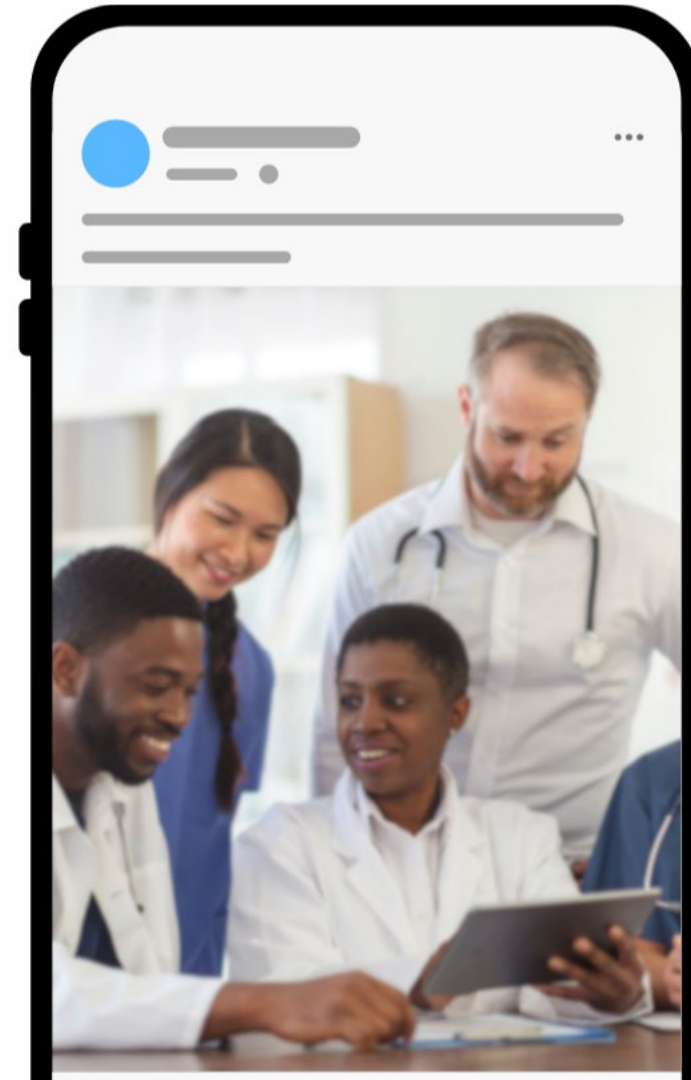


Poor color contrast

Common Pitfalls and Best Practices

| Sizing & Image Resolution

Social Media Image Sizes 2025						Hootsuite®
						
PROFILE PICTURE	320 x 320	196 x 196	400 x 400	400 x 400	20 x 20	
LANDSCAPE	1080 x 566	1080 x 566	1280 x 720	1200 x 627	1920 x 1080	
VERTICAL	1080 x 1350	1080 x 1359	720 x 1280	720 x 900	1080 x 1920	
SQUARE	1080 x 1080	1080 x 1080	720 x 720	1200 x 1200	640 x 640	
STORIES/REELS	1080 x 1920	1080 x 1920	N/A	N/A	1080 x 1920	
COVER PHOTO	N/A	851 x 315	1500 x 500	1128 X 191	N/A	



Too blurry

Recap

- Good images are essential for KT. They help content stand out, clarify complex information, and build credibility.
- Accessibility should be built into every image. Use clear alt text, strong contrast, and simple, uncluttered designs.
- Consistent branding strengthens recognition and trust. Stick to a small color palette, limited fonts, and a cohesive visual style.
- Avoid common design pitfalls by using templates thoughtfully and selecting the correct image size and resolution so graphics are readable, accessible, and platform-ready.



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