CREATE EYE CATCHING GRAPHICS WITH

PABLO

IN 30 SECONDS FLAT

BY LETHIA OWENS

NEXT LEVEL
BRANDING & MARKETING

Set Up Your Pablo Account

Buffer founder Joel Gascoigne wrote "*Our tweets with images are getting 150% more Retweets,*" in a comment on Product Hunt. According to research conducted by *Courtney Seiter* Buffer Social, images are oftentimes the hook that draws more clicks, shares, and favorites on social media. A number of marketing studies report the same:

- Blog posts with images receive 94% more views than those without images.
- Having at least one image in a post leads to more than double the shares on Facebook and Twitter.

If you aren't currently including a good mix of images in your social posts, you are missing out on one of the most effective methods for engaging your followers and online audience.

I love Pablo by Buffer because I can create stunning social graphic in less than 30 seconds. I've used other tools and I really like them but nothing I've used before beats the ease and convenience of Pablo. With this tool, all you have to do is write your text in the box, choose a background image, and you're ready to download or share it.
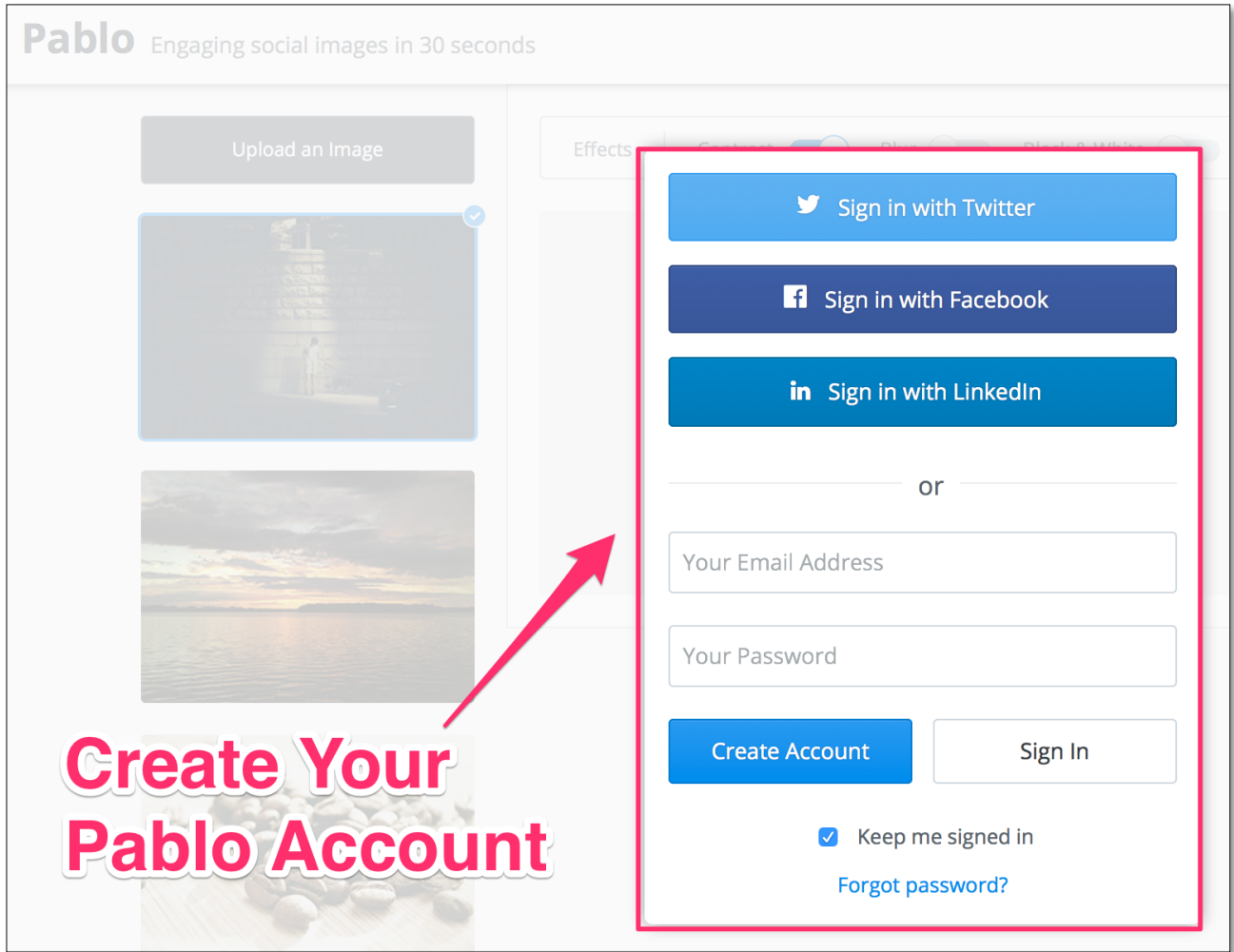
The other added bonus is that Pablo is a tool created by Buffer so it works nicely with my other favorite tool ☺.
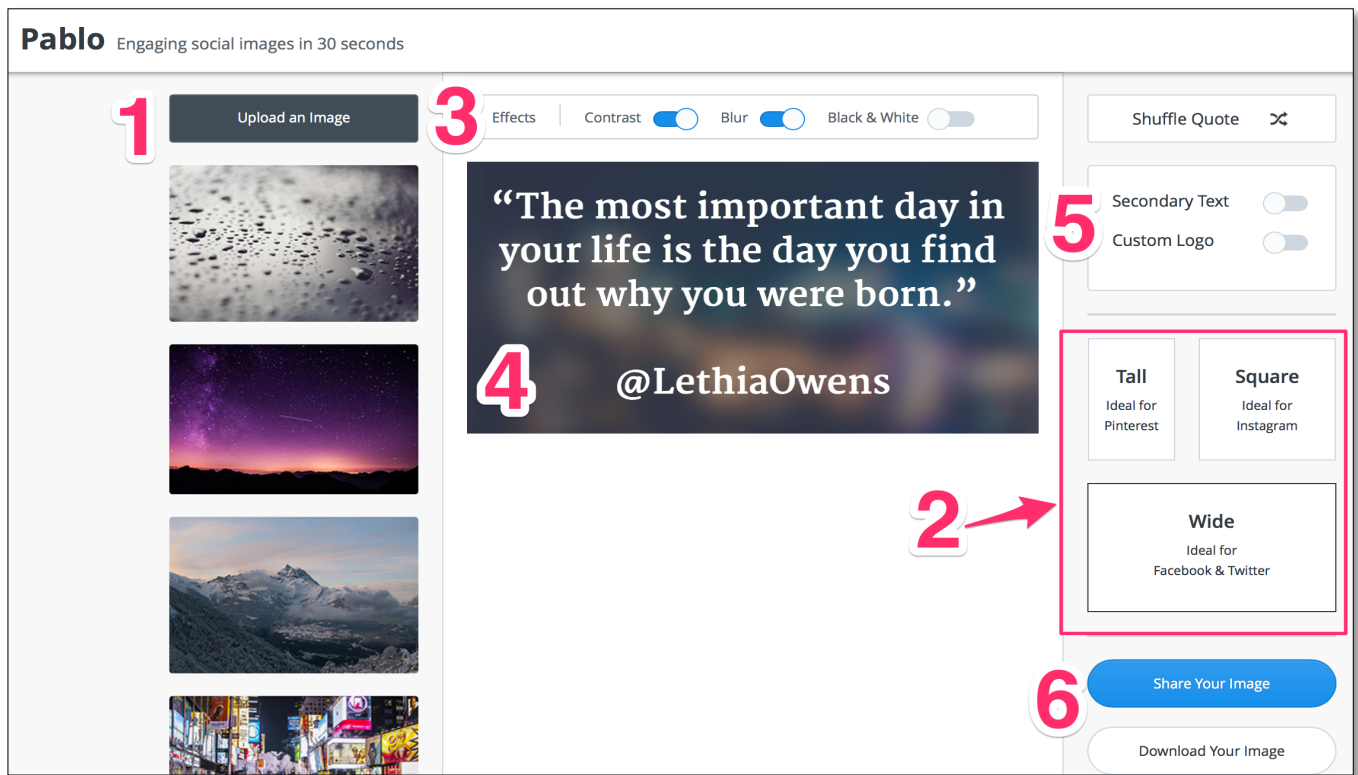
Here are some simple steps to get you started with Pablo.

Step 1 – Create Your Pablo Account

Sign up with either Twitter, Facebook or LinkedIn account or you can optionally sign up using your email address.

Step 2 – Create Your Social Graphic

Here are the steps for creating a stunning social graphic using Pablo:

1. **Choose an image** from the list or **upload** your own image.

2. Choose the image style that best suits your needs. Pablo makes it easy to **build a perfect social media image for every size and network** — without needing to do any research or digging. There are three styles to choose from – **Tall, Square** and **Wide**. You will find an image style for all of the most popular social networks:

   • Tall & vertical: Ideal for Pinterest and Google+

   • Short & horizontal: Ideal for Twitter and Facebook

   • Square: Ideal for Instagram and LinkedIn

3. Choose your effects. You can choose to turn on **Contrast**, **Blur** or the **Black and White** filter.

4. Edit the **message** to meet your needs.

5. You my optionally choose to add a **Secondary Text** box and a **Custom Logo**.

6. Once your image is complete, you can click the **Share Your Image** button to send it to Buffer or other social media sites. You may also choose to **Download Your Image** if you would like.

   And there you go. In less than 30 seconds you have a stunning, eye-catching image you can share with your online followers.