

How to Use Canva Social Media Templates

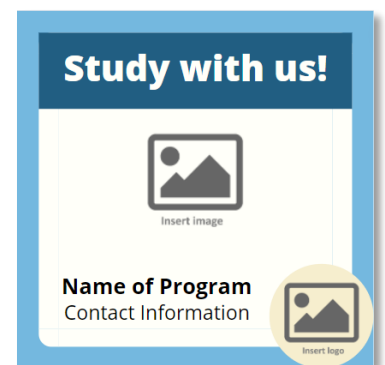
What is Canva?

Canva is an online design and publishing tool. You can create a free account or, if you work for a school district, you can sign up for a free educator's account. If you don't work for a school district (ex: CBO), you can also pay for an account to unlock additional features. LAN's template is designed for all levels of Canva accounts, including the free one!

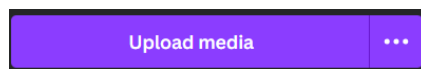
In addition to this template, Canva offers hundreds of other templates you can use. This is just a basic one to get you started!

General Program/Consortium Graphic

- 1) Sign in to / create your Canva account
- 2) Access the LAN templates via this link: [click here](#)
- 3) Choose an image to insert
 - a. **Image recommendations:**
 - i. Choose a picture that is about 6 x 10
(you can adjust the size after it is inserted)
 - ii. The higher resolution (quality) of image the better
 - b. To upload a photo:
 - i. Click on the stock photo in the middle of the flyer and delete it
 - ii. Click 'Uploads' on the far left toolbar of the screen, then select 'Upload Media' and add your logo (or other images)



Example:



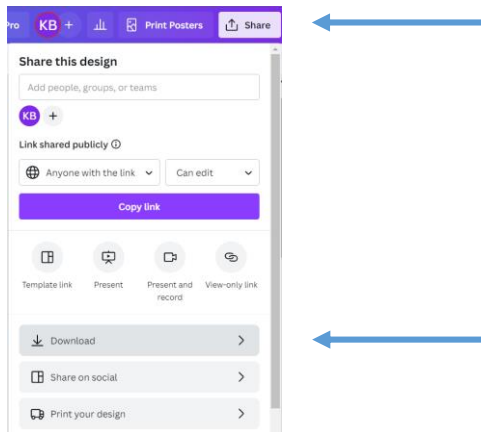
If you do not have program photos, insert stock photos from the LAN/MDE Stock Photography collection!



- c. Note: the graphic will appear in the middle of your page. Drag it to the correct location or use the arrow keys to move it
- 4) Add the name of your program/consortium and contact information
 - a. *It is recommended you put a website URL & phone number*
 - b. *Make sure to also include the URL in the text of the post – people will not be able to click on the URL in the graphic*
- 5) Add your program's logo following the same process to upload a photo

- 6) To save and download the image, click 'share' in the upper right hand corner
 - a. Choose 'Download'
 - i. Save flyer as a PNG to put it on social media

Example:



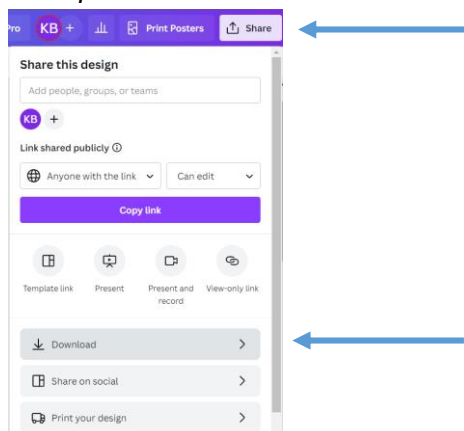
Copy and paste the stock language phrases to make your outreach multi-lingual!

Specific Class Graphic

- 1) Sign in to / create your Canva account
 - a. Access the LAN templates via this link: [click here](#)
 - b. Scroll down to see the Specific Class template
- 2) Enter the class name at the top (ex: Beginning English, Citizenship, Nursing Assistant Class, etc)
 - a. *Recommendation:* specify that the classes are free
- 3) Insert a picture of the class or a graphic representing the class topic
 - a. Delete the stock image
 - b. See instructions on 'General Program/Consortium Graphic' for how to upload & insert images
- 4) Add details about the class
 - a. What skills will they learn ("Study Beginning English; Learn how to use internet and computer; Practice English vocabulary & grammar; Study Math, Science, Language Arts & Social Studies for the GED tests, etc.)
 - b. Add the class times and duration, if applicable
 - c. Add registration information
 - d. see "Style Notes" at the bottom of this page for formatting recommendations
- 5) Add your program's logo
 - a. Delete the stock image
 - b. See instructions on 'General Program/Consortium Graphic' for how to upload & insert images
 - c. *If you do not have a program logo, insert an icon from the stock options*
- 6) Add the name of your program/consortium and contact information
 - a. *It is recommended you put a website URL & phone number*
 - b. *Make sure to also include the URL in the text of the post – people will not be able to click on the URL in the graphic*
- 7) To save and download the image, click 'share' in the upper right hand corner
 - a. Choose 'Download'
 - i. Save flyer as a PNG to put it on social media



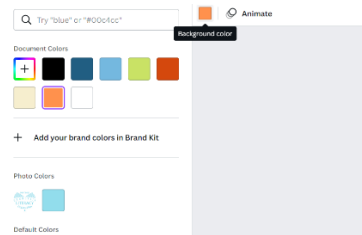
Example:



Style Notes:

- Change the fonts and customize the top message
- Change the colors on the flyer to match your logo or add personalization!
 - To change colors in Canva:
 - 1) Click on the item you would like to change
 - 2) At the top of the screen click on the colored square and choose the color you prefer

Example:



- Edit the font sizes and use the bold/italic features to differentiate text
- Add additional graphics for visual interest

Copy and paste the stock language phrases to make your outreach multi-lingual!

