

Using Canva for social media

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Coordinated social media posts and messaging over a period of time



Designed to achieve a specific goal or purpose

What is a social media campaign?

Preparing for communication: SMART Goals

SPECIFIC: What will you achieve? What will you do?

MEASUREABLE: How will you know whether you've met the goal?

ACHEIVABLE: Is this possible? Do we have the skills and resources?

RELEVANT: Does the goal align with the goals of your team or organization? How will the result matter?

TIME BOUND: What is the deadline for accomplishing the goal?



What do you want to achieve?

Visibility/awareness, action?



Who is your audience?



Why is it important?

Planning a social media campaign

Before you jump into social media

Unpredictable – don't feel discouraged!

Focus on the feelings – this is what the audience will remember most!

Make it something worth sharing– would you share this with your family/friends?



Accounts you follow



Accounts with big and small followings



Accounts posting about your topic



Influencers, trends

Find
inspiration

Think about
the messages

"I want to spark awareness and provoke a discussion on
the Global Plastic Treaty"

We need to talk about
the elephant in the
room. (Key imagery for
the campaign)

Plastic pollution is a
global problem.

We already know how
to end plastic pollution.

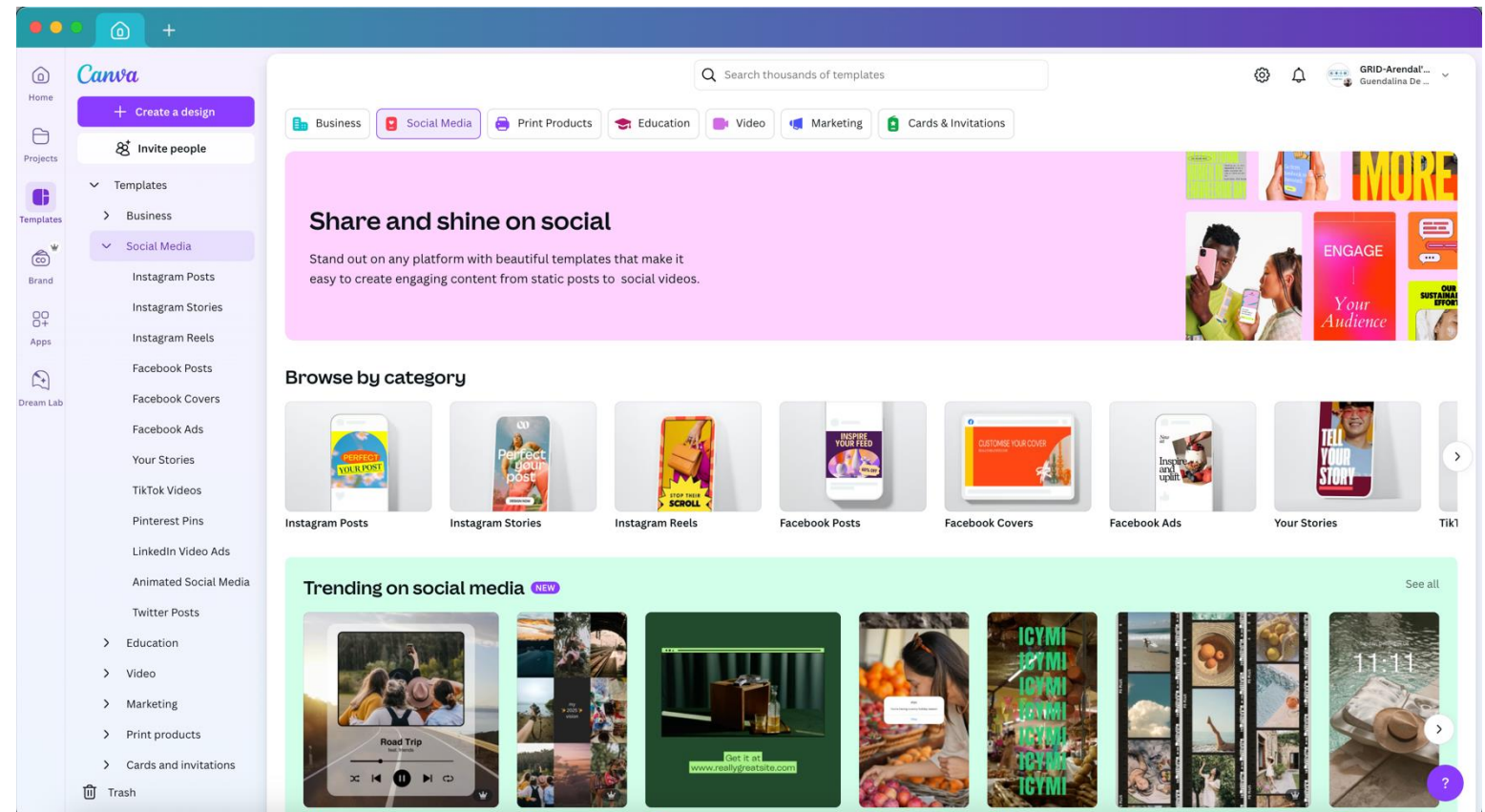
We need a global
plastics treaty now.



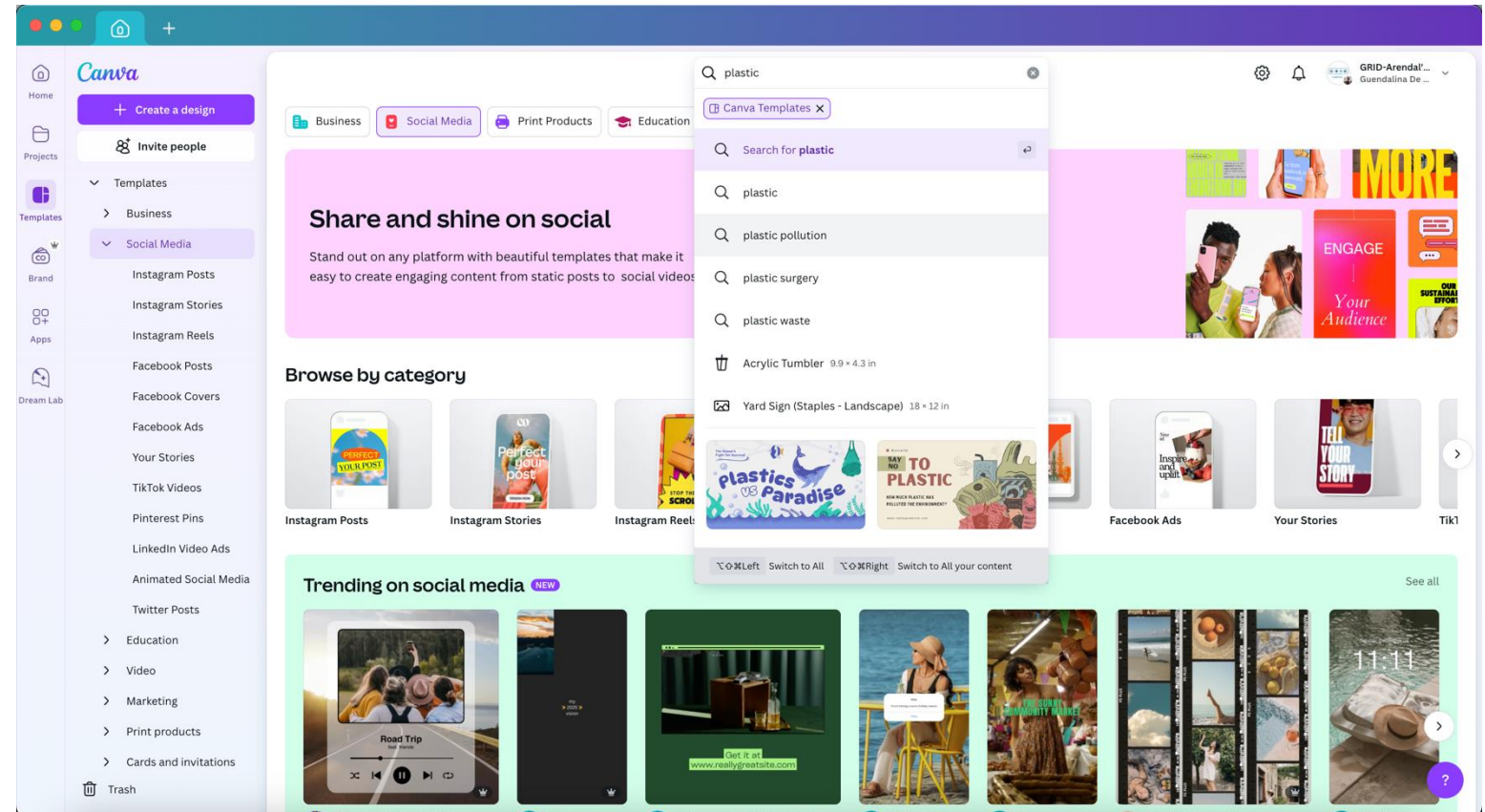
Can people take action? How do I empower my
audience?

Layout that you can adapt for different image/text types.

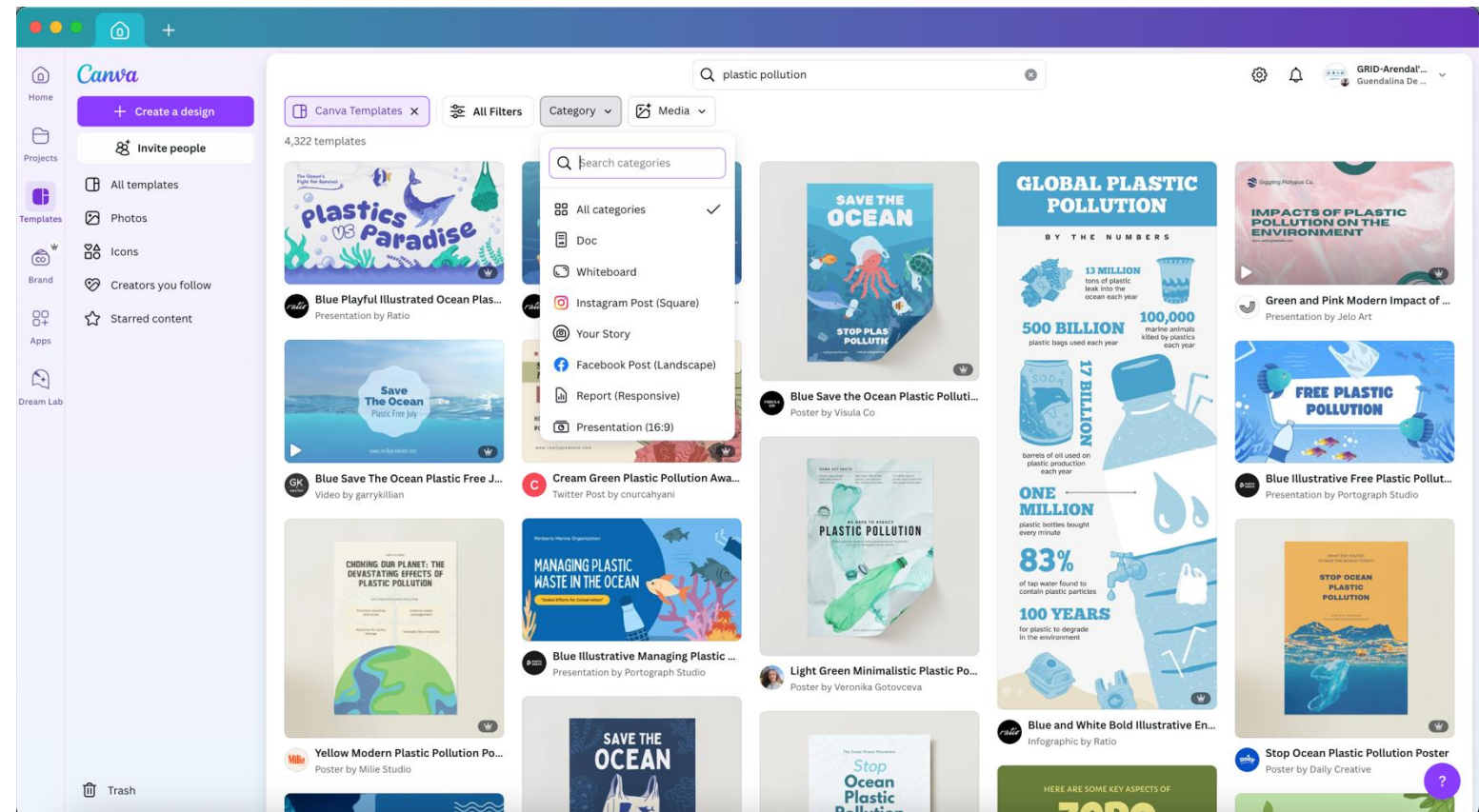
Canva – setting up your templates



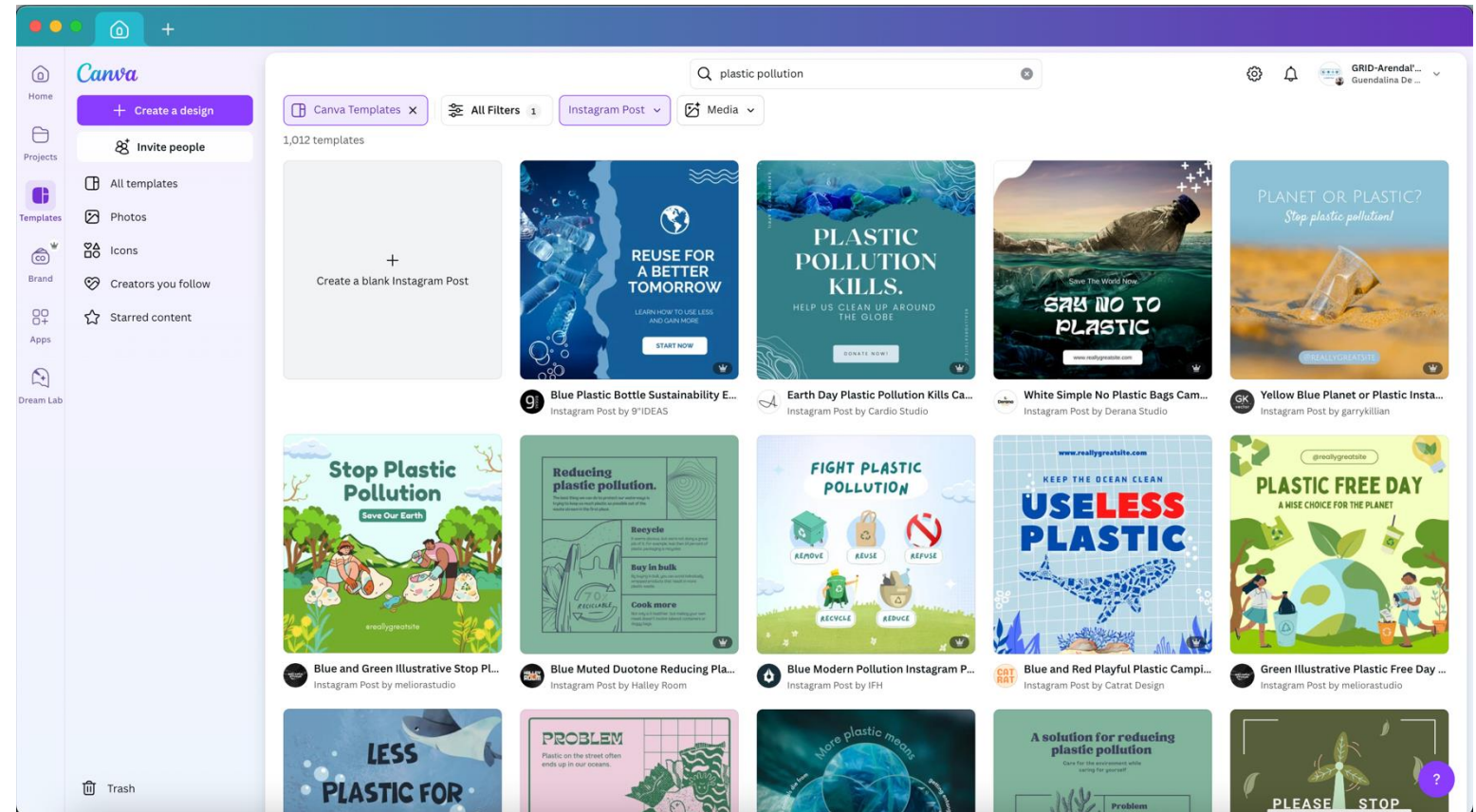
Canva – setting up your templates



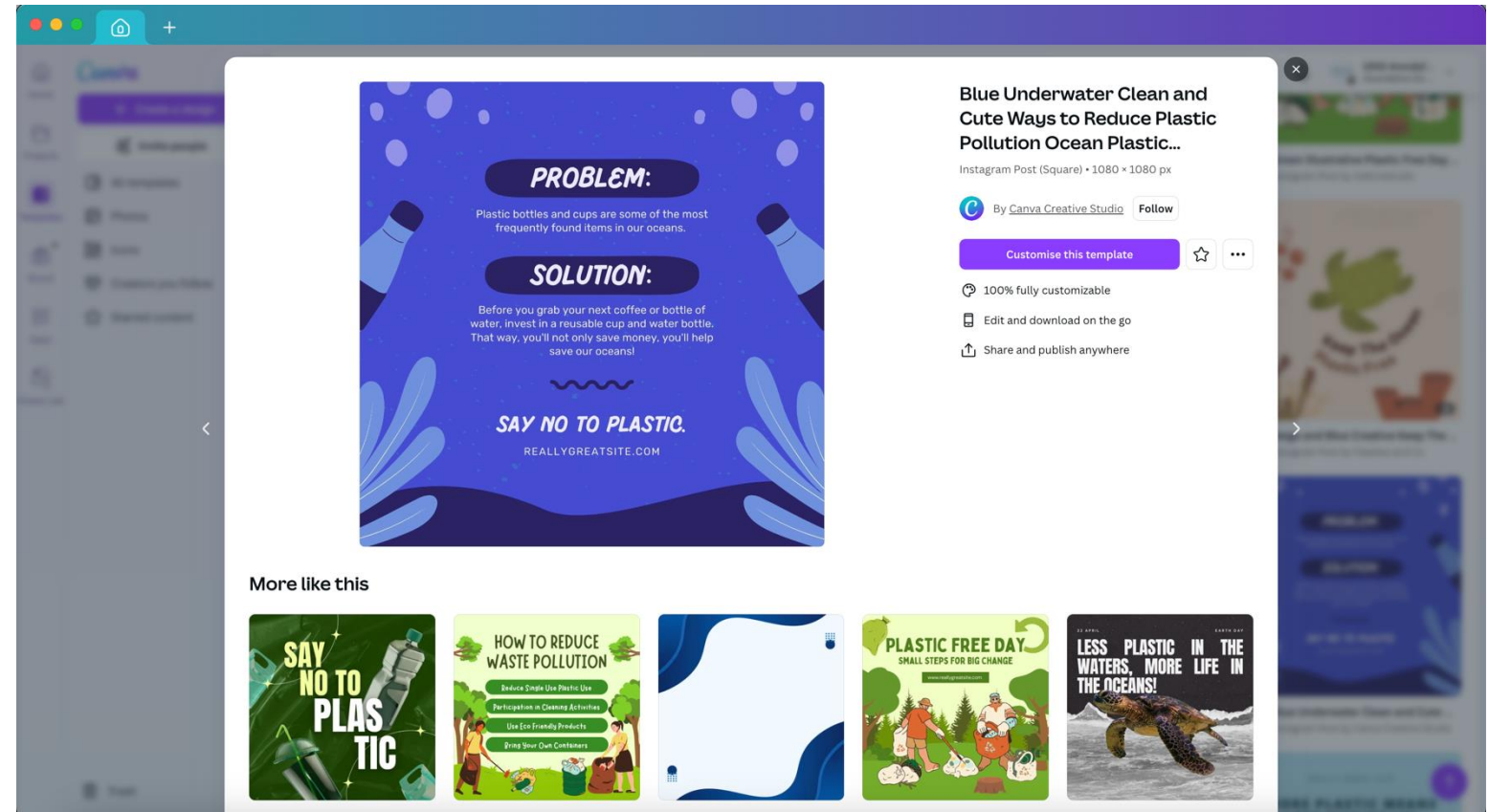
Canva – setting up your templates



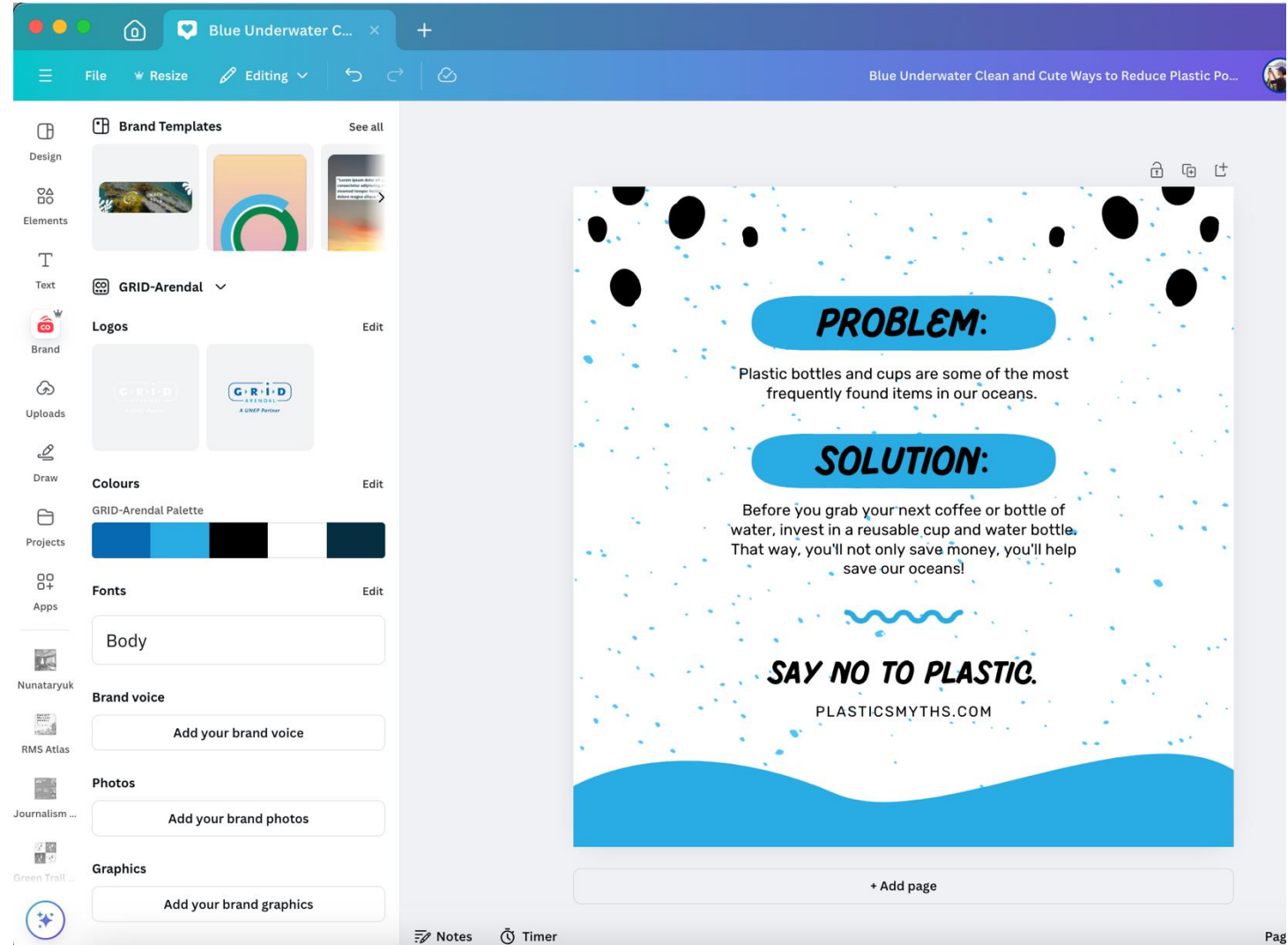
Canva – setting up your templates



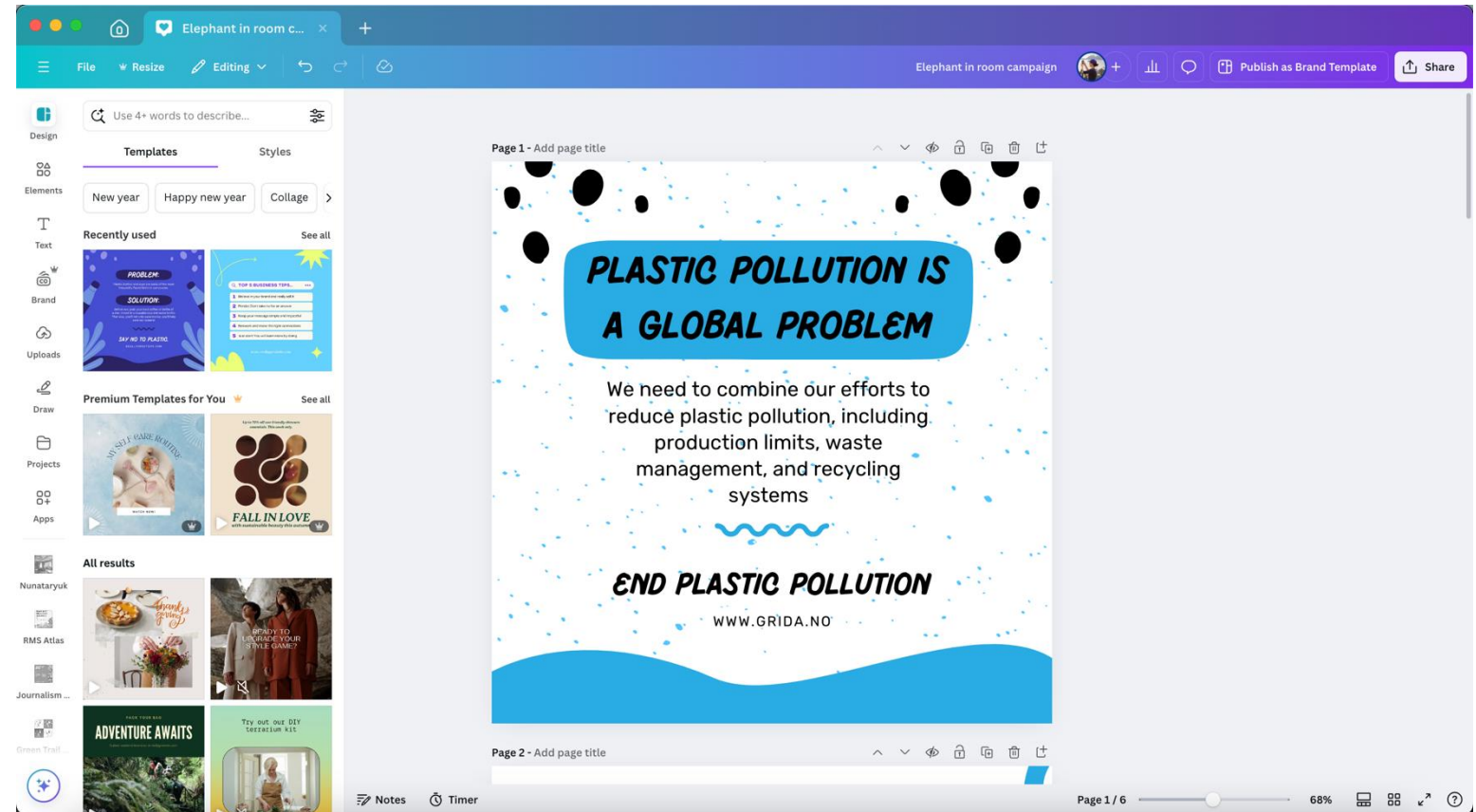
Canva – setting up your templates



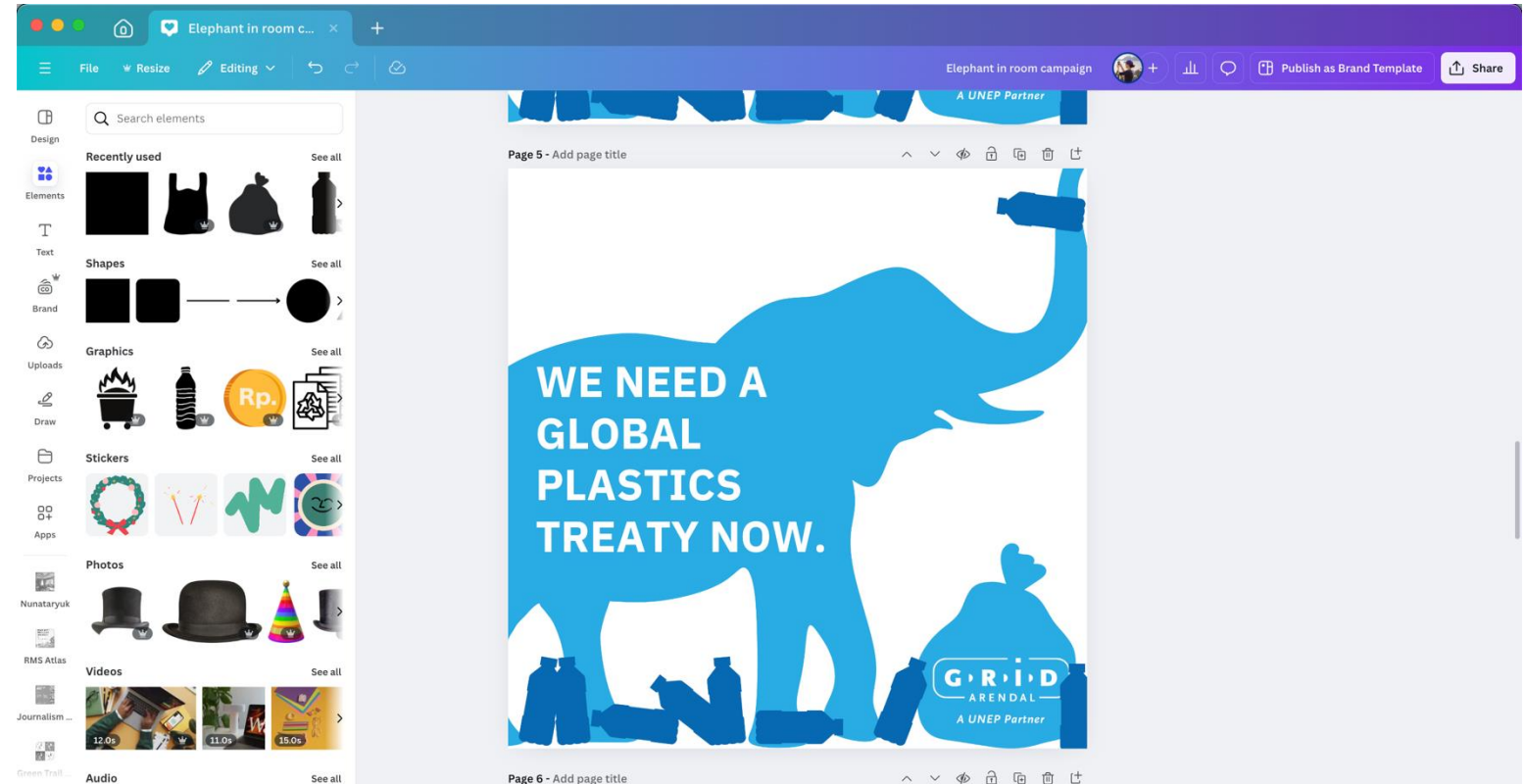
Canva – using templates for inspiration



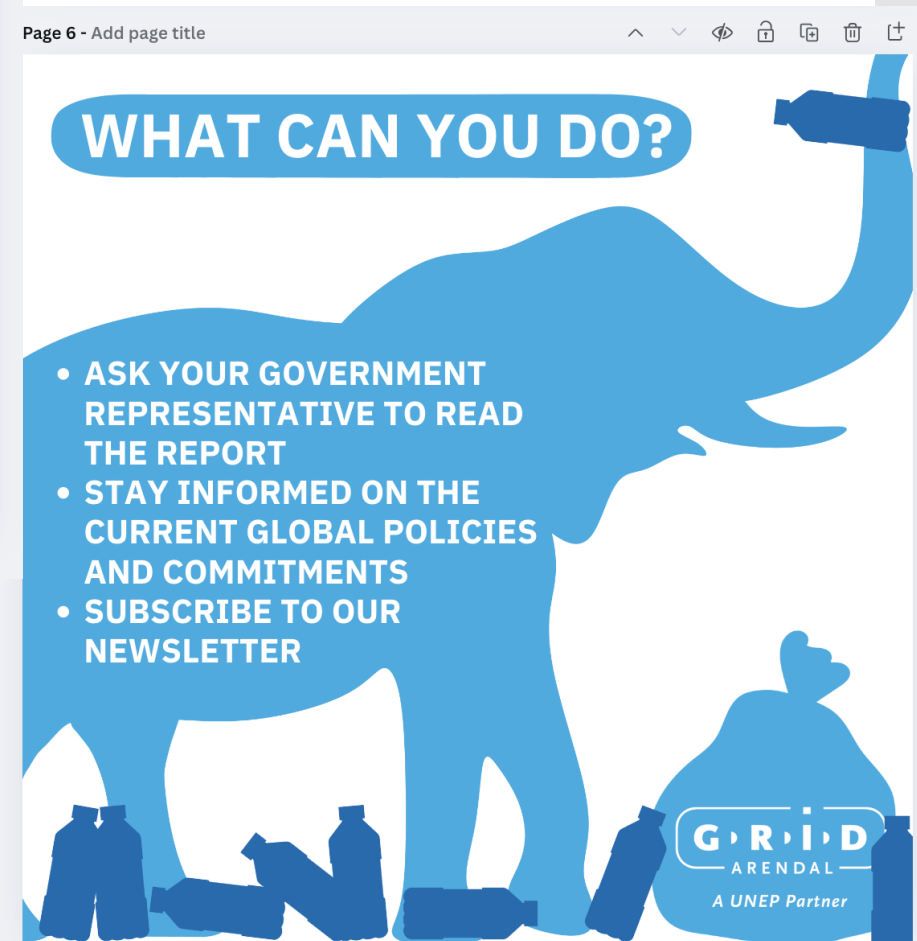
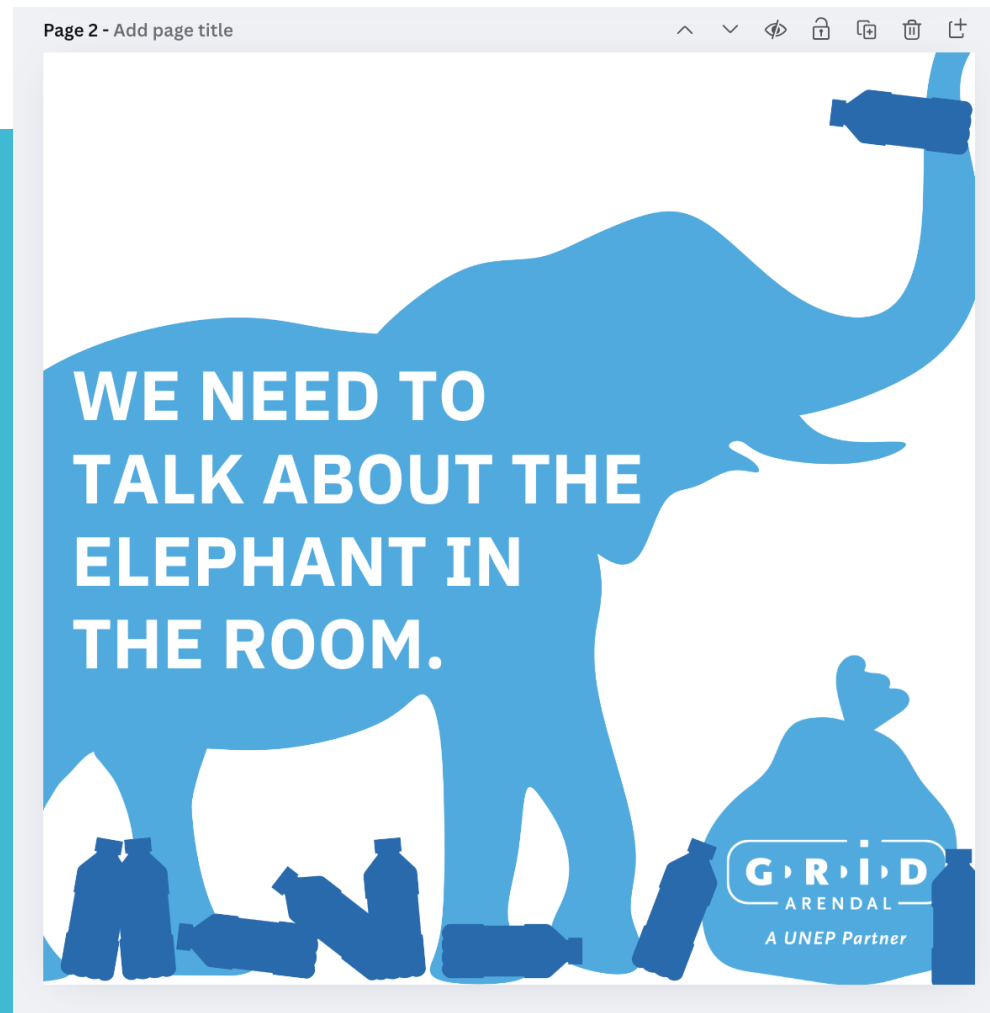
Canva – using templates for inspiration



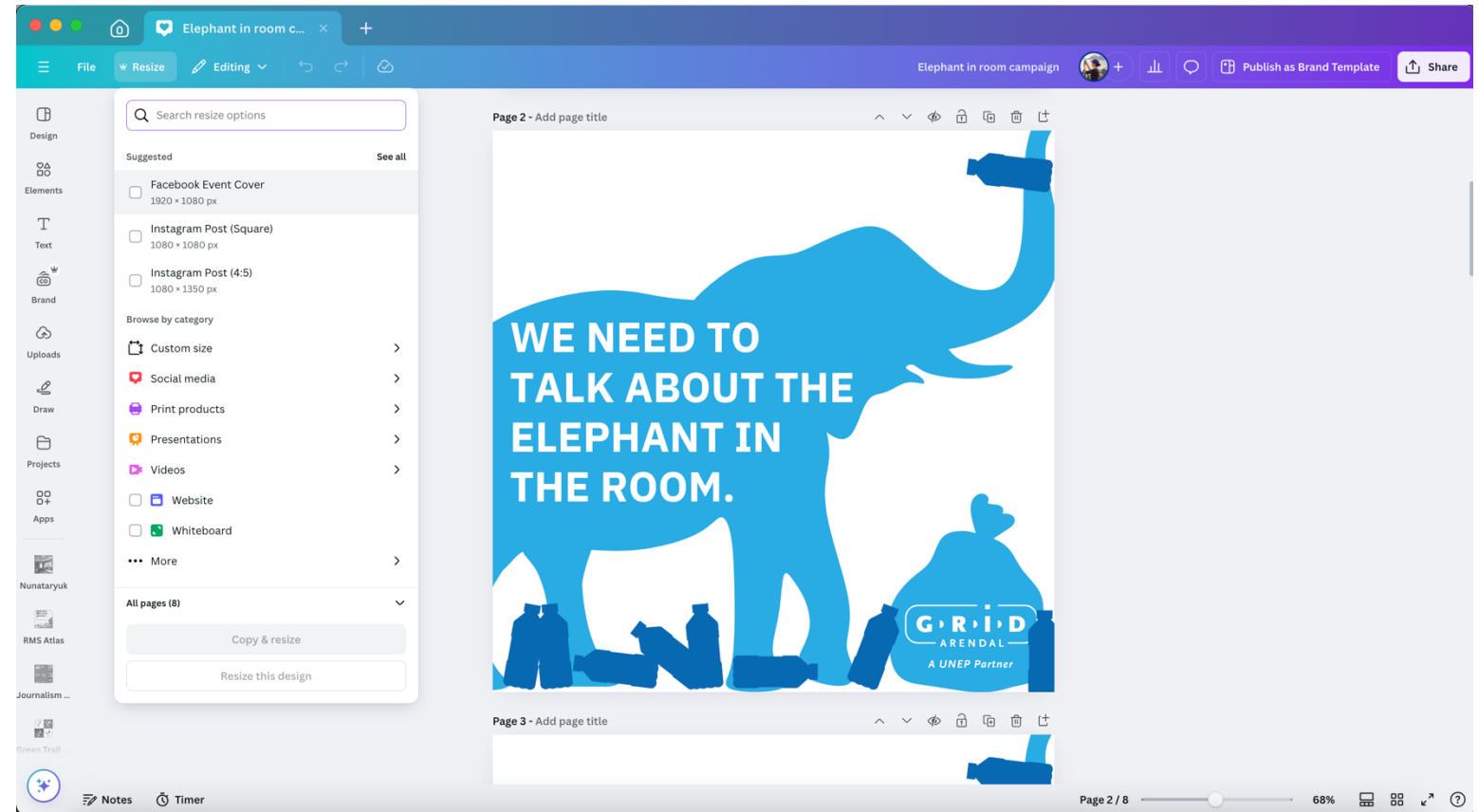
Canva –
elements that
define your
campaign



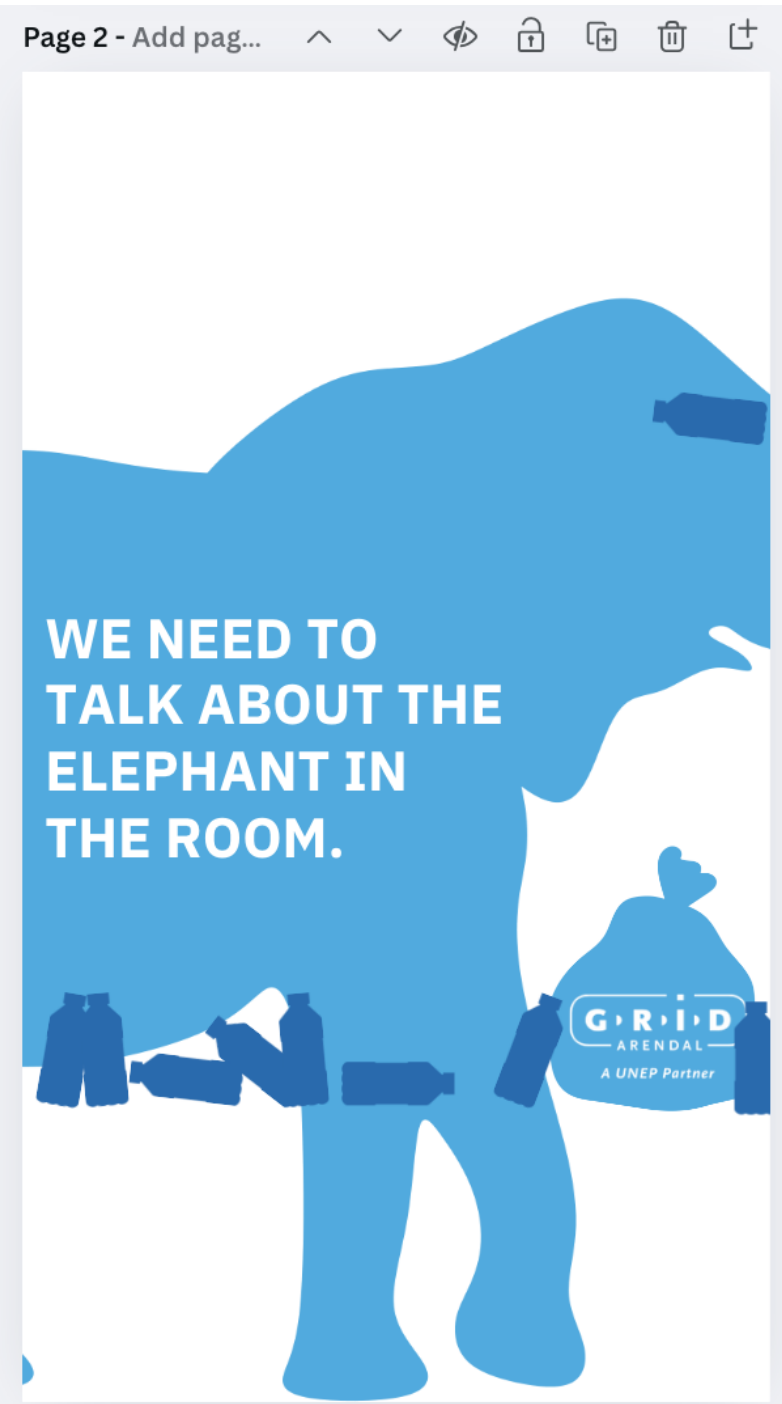
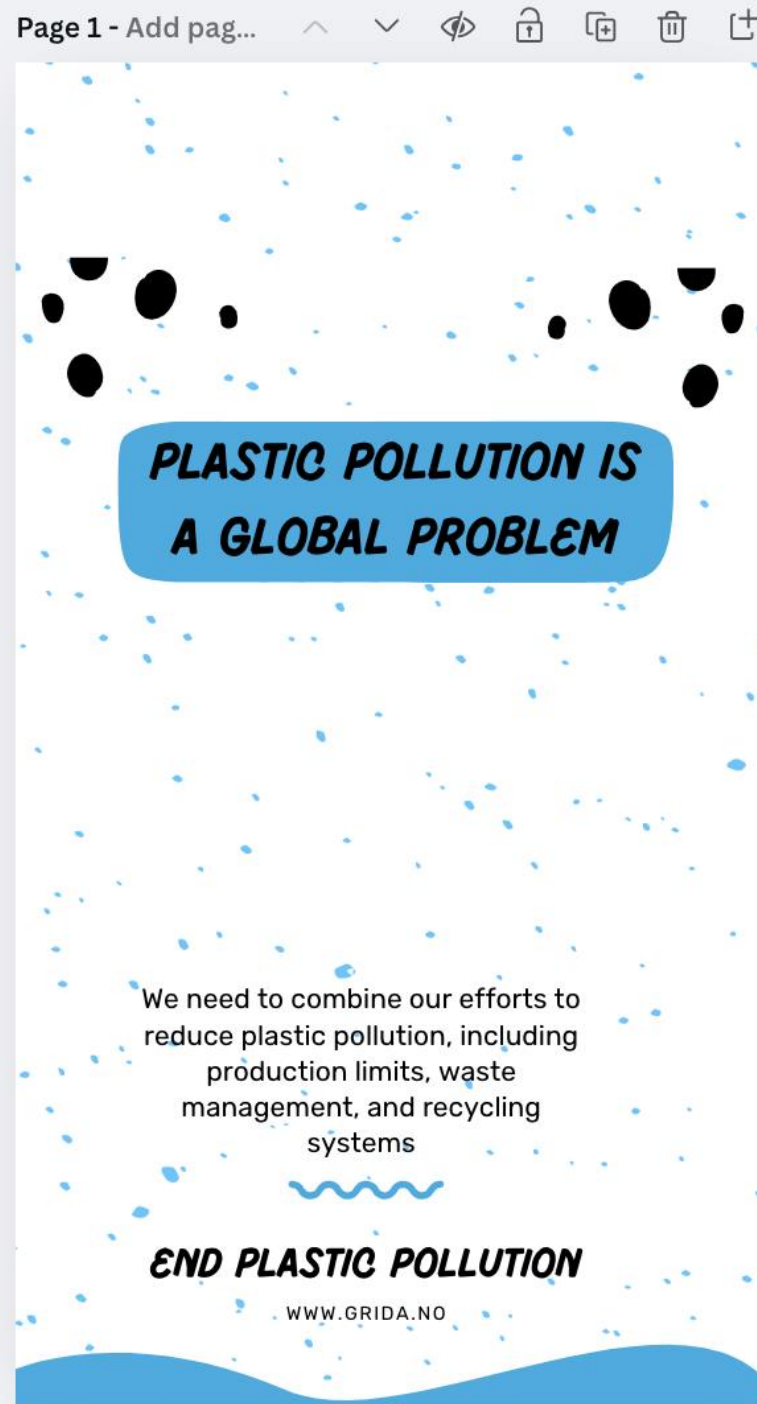
Canva – using
templates for
inspiration



Canva – multiple platforms



Canva resizing
– doesn't
always work 😊



Key points

| | |
|----------|----------------------------------------------|
| Decide | Decide on a goal you want to achieve - SMART |
| Pick | Pick a medium/platform |
| Plan | Plan the campaign |
| Write | Write out key messages |
| Prepare | Prepare the visuals |
| Schedule | Schedule the posts |
| Evaluate | Evaluate the campaign |

Homework

- Create a social media campaign for a topic/product/publication you're working on and matters to you
 - 2-5 social media cards
 - 2-5 social media messages
 - What channel(s) will you use?
 - Who is your audience?
 - What actions/outcomes do you expect?