Making Communications Easy

How to Design, Schedule, and Share Messages Easily

Kathleen McCormick

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Branding: Basics

01 Logo

02 Colors

03 Social Media

04 Consistency & Recognition
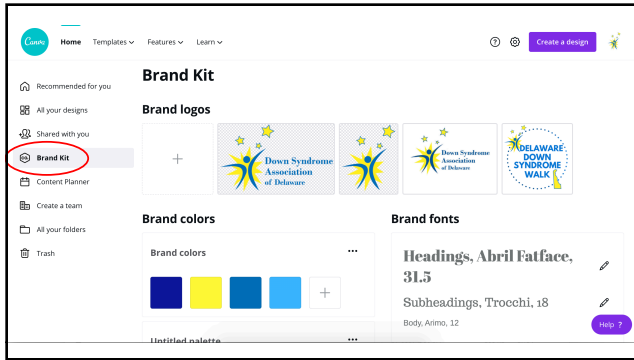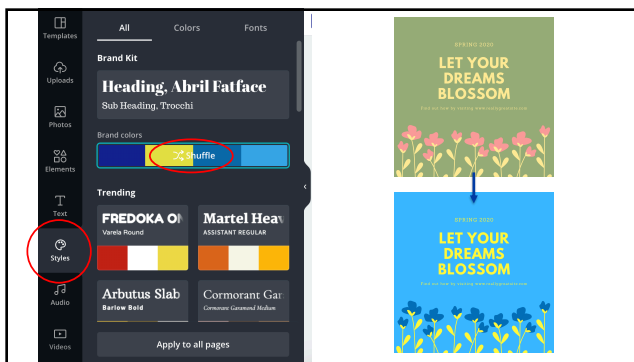
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Canva

- www.canva.com
- Graphic design system
- **FREE!**
- Pro: $12.95/month
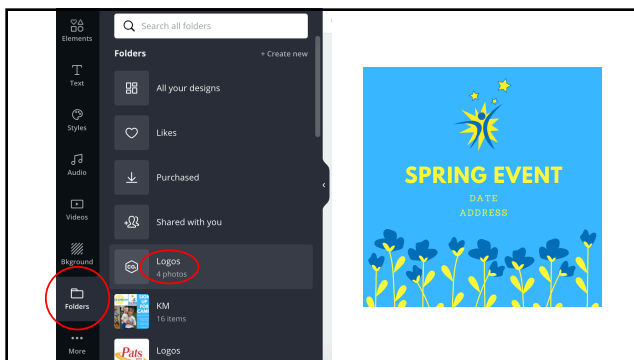 - Free for nonprofits: www.canva.com/canva-for-nonprofits/

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Canva Tips & Tricks

- Use your organization's colors!
- Templates- search for holiday/theme (e.g. "school" "Valentine's Day" "spring")
- Elements and photos- search for keywords (e.g. "books" "flowers" "gifts")
- Remove white backgrounds
- Download in multiple file types- PNG, JPG, PDF, GIF, video
- Download directly to Mailchimp
- Schedule directly to Facebook
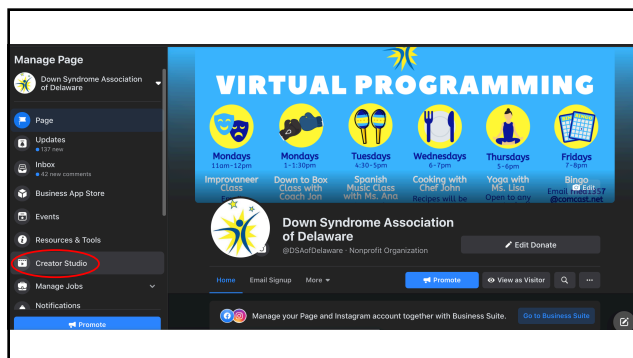- Utilize Canva printing options- t-shirts, business cards, flyers, stickers, and more

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Facebook
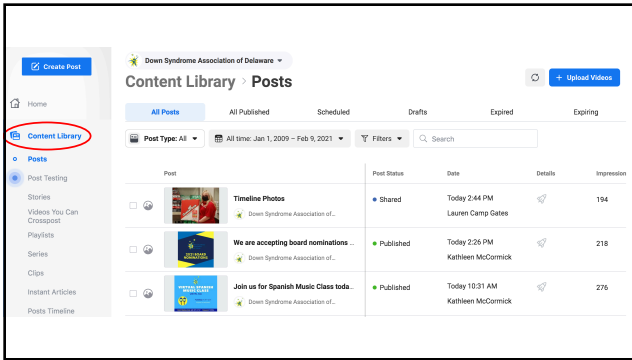
- Use pictures or video whenever possible
- Have consistent weekly/monthly posts
- Add emojis to captions for engagement
- Utilize Creator Studio
  - Content Library to schedule posts to both Facebook and Instagram
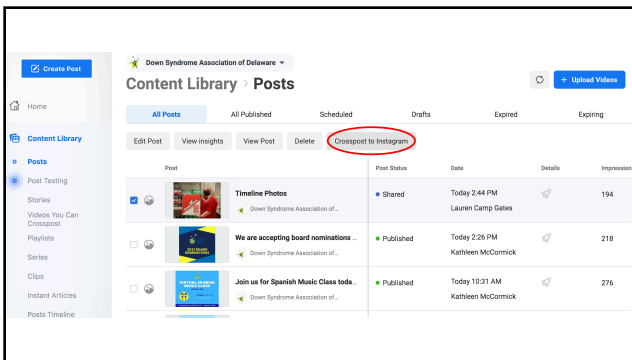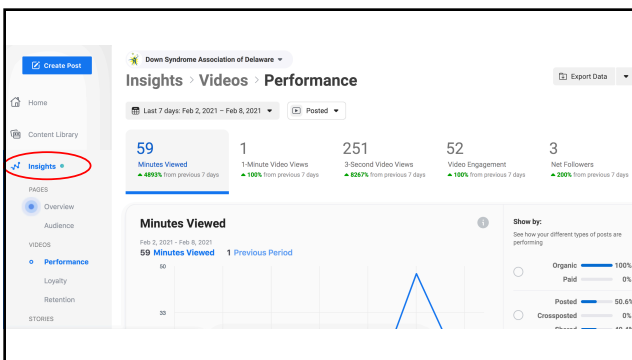 - Insights to see what posts do well with your audience
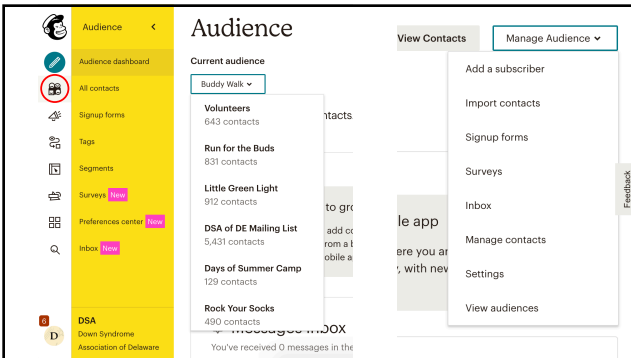
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Mailchimp

- www.mailchimp.com
- Email marketing system
  - Basic: Free
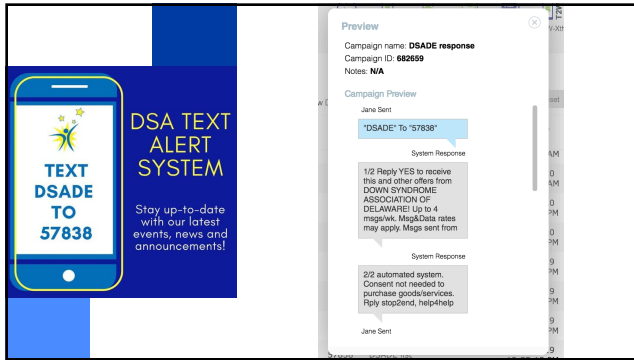 - Standard: $14.99/month

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Sentext

- www.sentextsolutions.com
- Text messaging system
- Pricing varies

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Homework

1 Create a graphic on Canva

2 Schedule it to Facebook and/or Instagram

3 Create a weekly newsletter on Mailchimp

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Questions?

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