Course Name	GRAPHIC DESIGNING WITH CANVA
College Name	MANGAYARKARASI COLLEGE OF ARTS AND SCIENCE FOR WOMEN, PARAVAI, MADURAI - 625002
College Code	MKU251
Skill Offering Id	NM2023TMID31956
Project Title	CREATE A SOCIAL MEDIA POST
Project Submitted To	MADURAI KAMARAJ UNIVERSITY (NAAN MUDHALVAN SCHEME(TNSDC))
Year	2023
Department	B. A. TAMIL
Semester	5
Group Number	8
Total Members of the Group	4

Group Members Details

Name of the Member	University Register. No	Student NM ID
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S.KARTHIKADEVI	C1A17566	4CA7F4AEBAD67ACB60E424A31971575D
K.DHARSHIKA	C1A17556	431B468D9380D3FBC574C764117E281A
K.GEETHA	C1A17559	8A21118F8A2C289A39741E45B8B5E7E4

Under the Guidance	Mrs. M. SARANYA
SPOC	MS. P. UMADEVI

CREATE A SOCIAL MEDIA POST

1. Introduction:

1.1 Overview

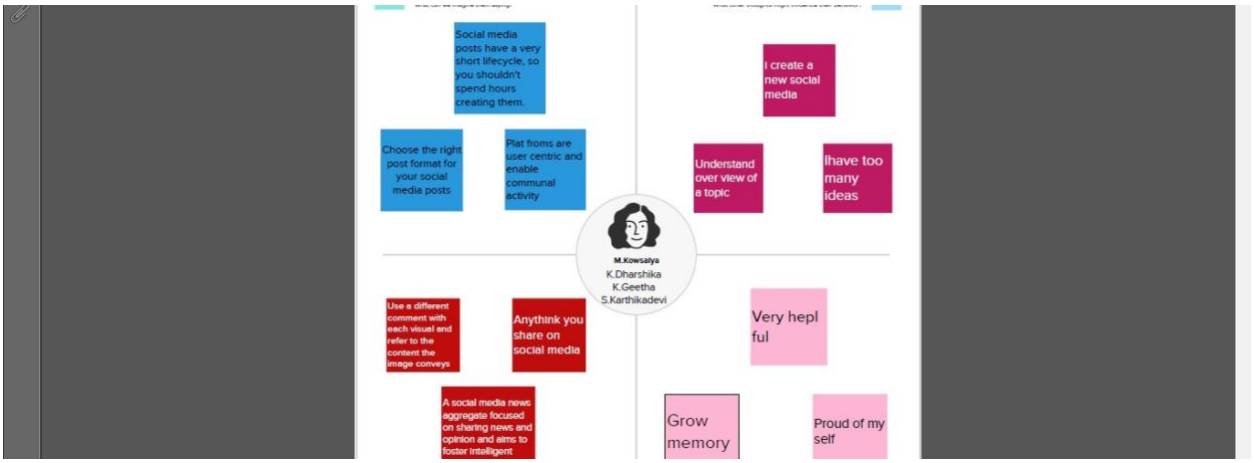
Social media refers to the means of interactions among people in which they create, share, and/or exchange information and ideas in virtual communities and networks. The Office of Communications and Marketing manages the main Facebook, Twitter, Instagram, LinkedIn and YouTube accounts.

1.2 Purpose

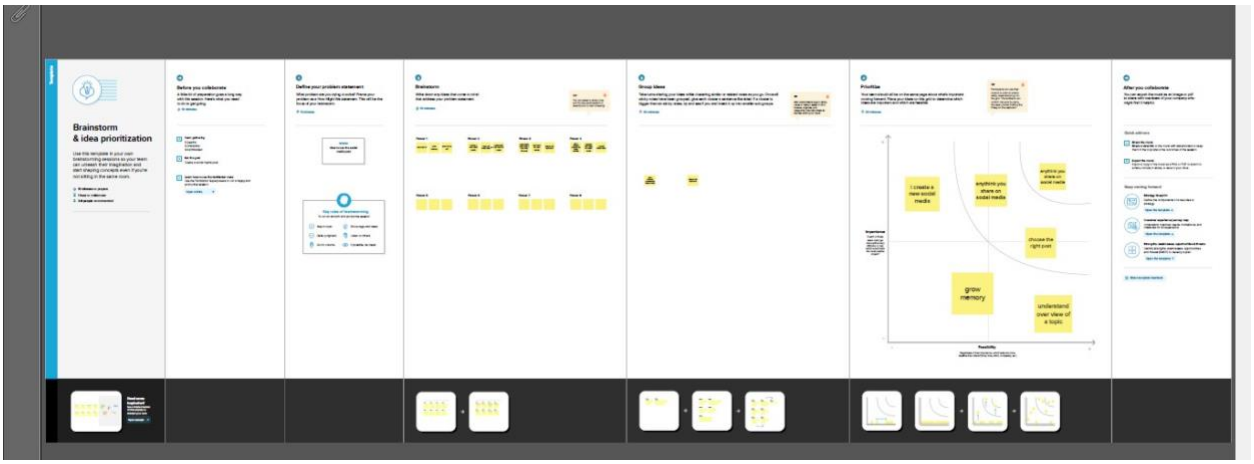
Social Media Poster is an automation tool designed to help you easily reach your audience and manage your content in all major social networks from one tab; it lets you plan, schedule and publish posts, and analyze your social media performance.

2. Problem Definition and Design Thinking:

2.1 EMPATHY MAP

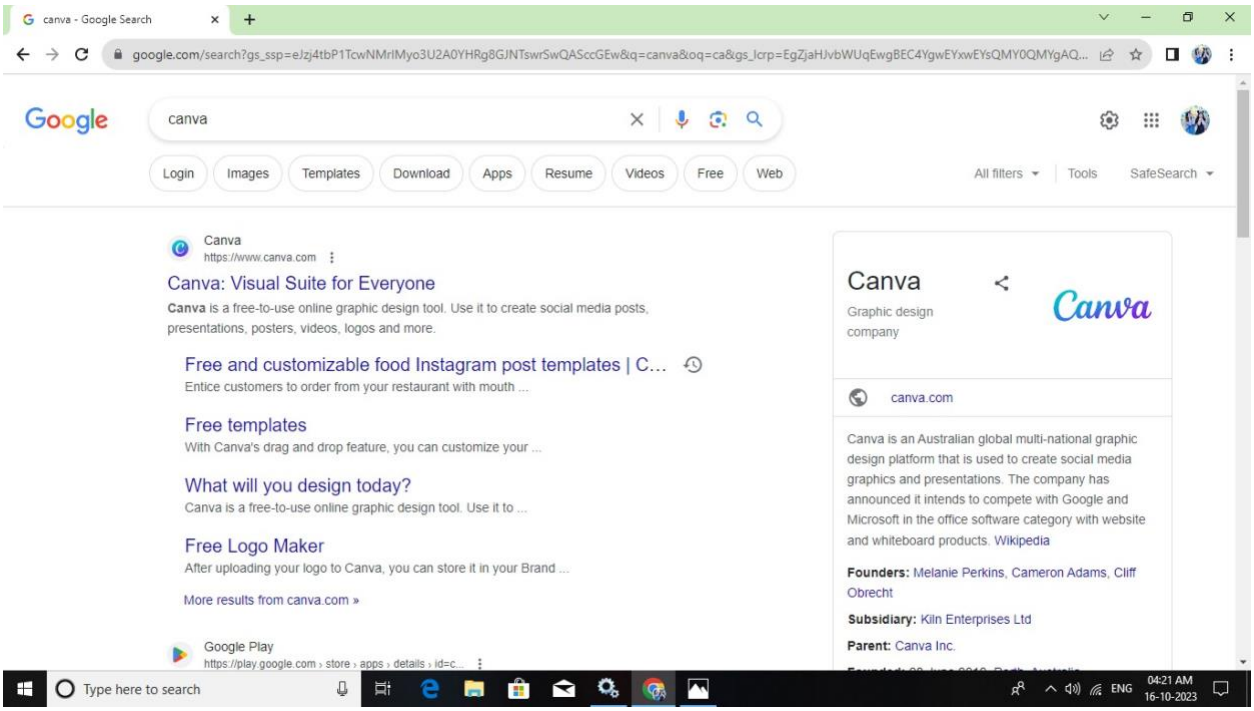


2.2 IDEATION AND BRAINSTORMING MAP



3.Result:

Signup To Canva. Next Continue with Google and create a design.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Canva: Visual Suite for Everyone
Canva is a free-to-use online graphic design tool. Use it to create social media posts, presentations, posters, videos, logos and more.
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Entice customers to order from your restaurant with mouth ...
Free templates
With Canva's drag and drop feature, you can customize your ...
What will you design today?
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More results from canva.com »
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Canva
Graphic design company
canva.com
Canva is an Australian global multi-national graphic design platform that is used to create social media graphics and presentations. The company has announced it intends to compete with Google and Microsoft in the office software category with website and whiteboard products. Wikipedia
Founders: Melanie Perkins, Cameron Adams, Cliff Obrecht
Subsidiary: Kiln Enterprises Ltd
Parent: Canva Inc.
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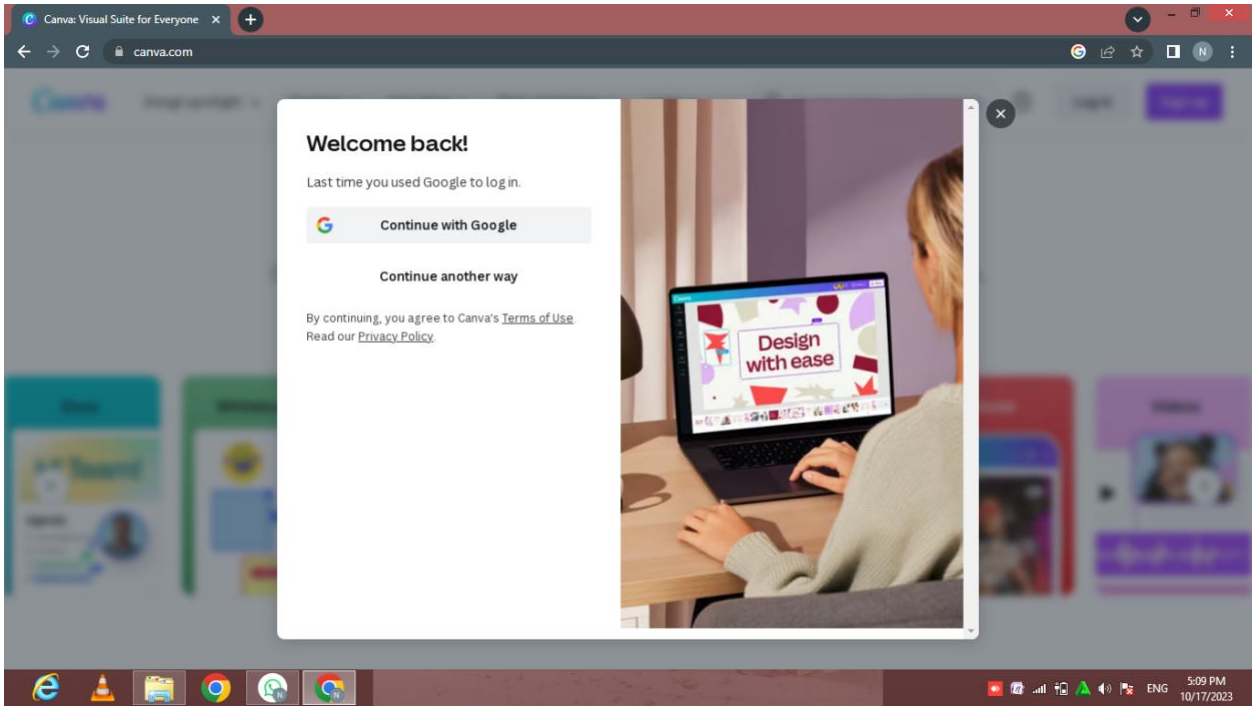
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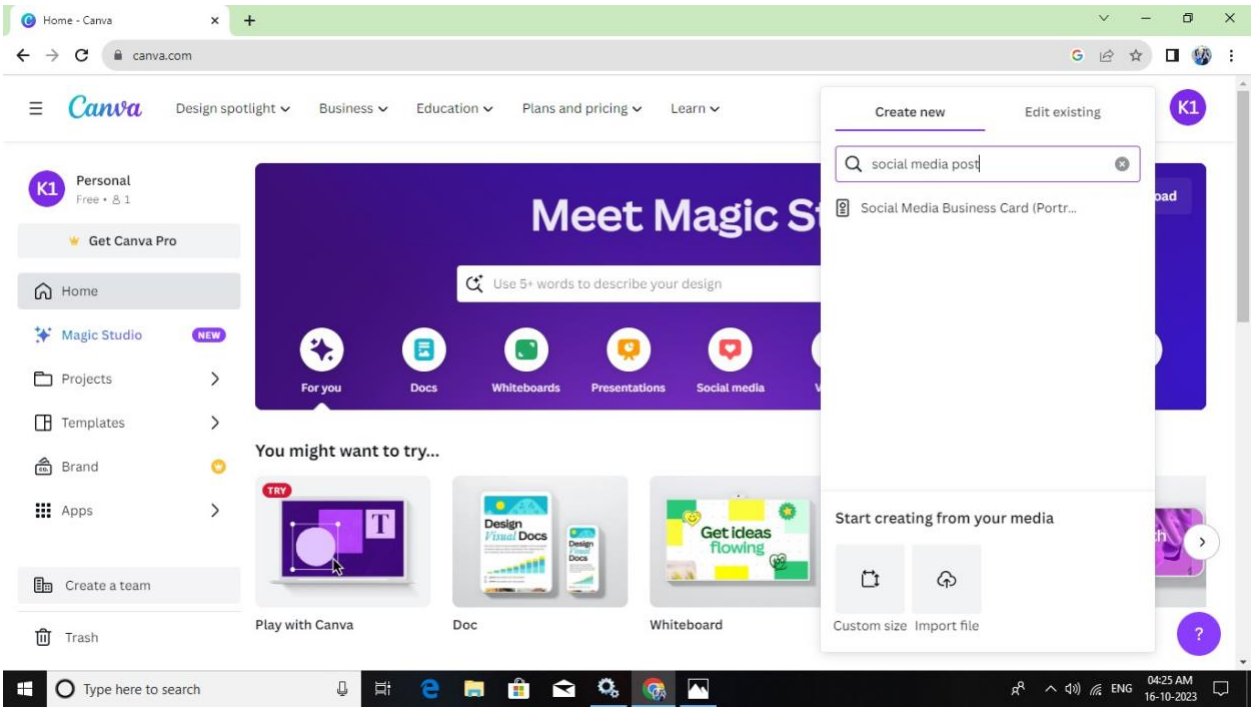
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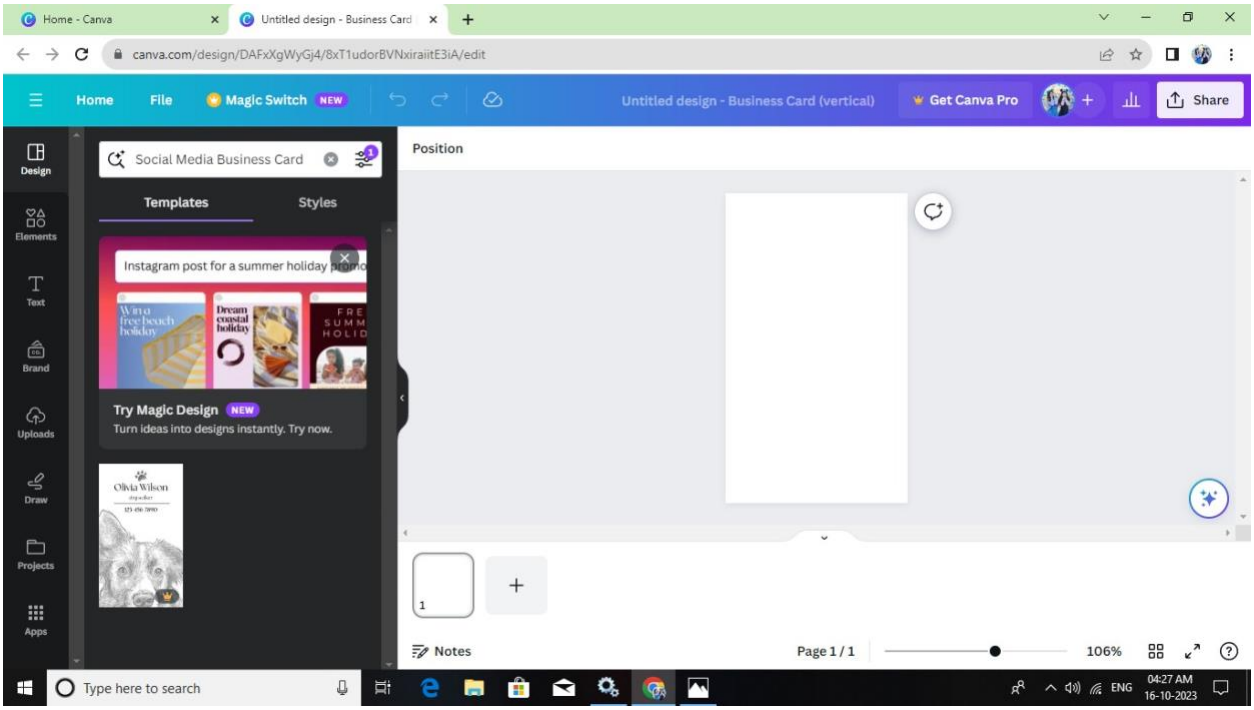
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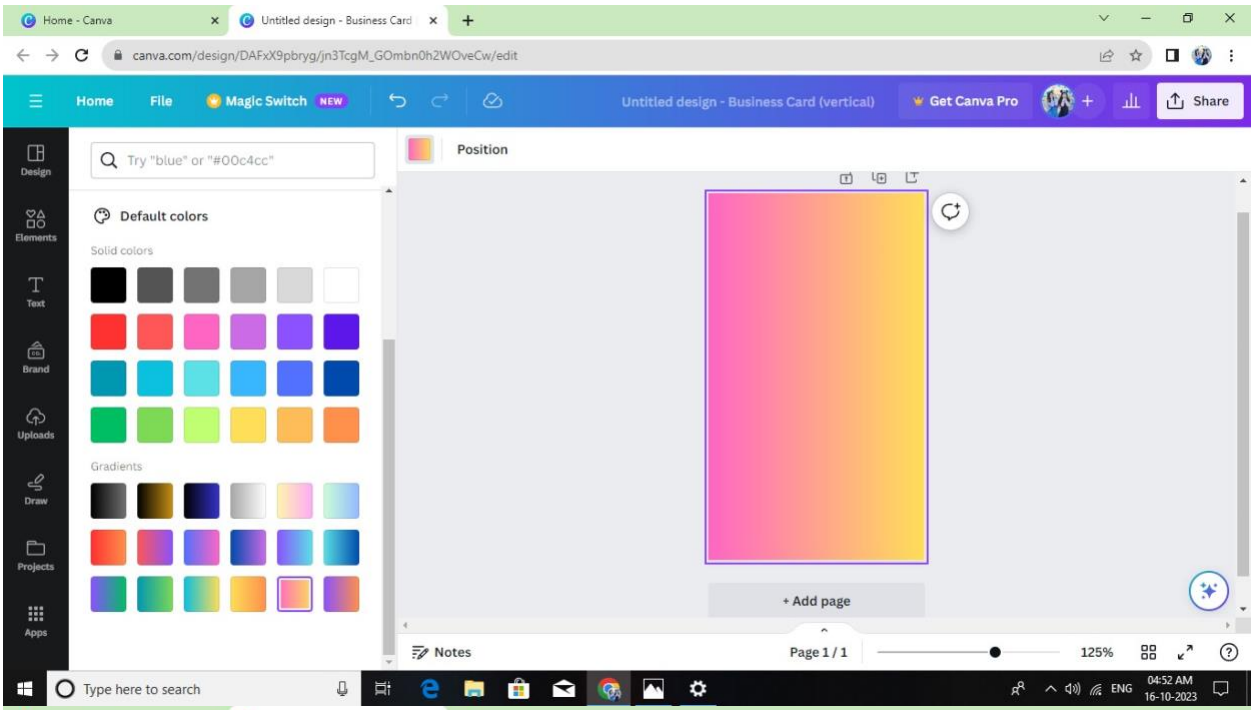
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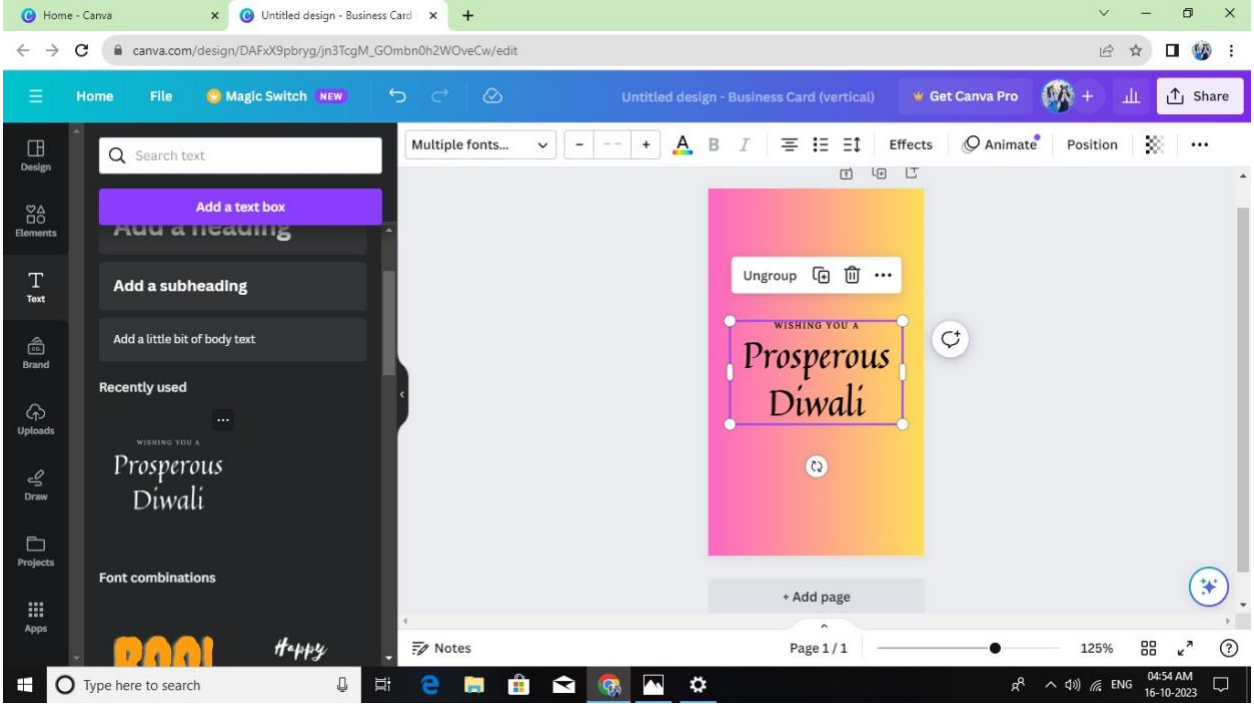
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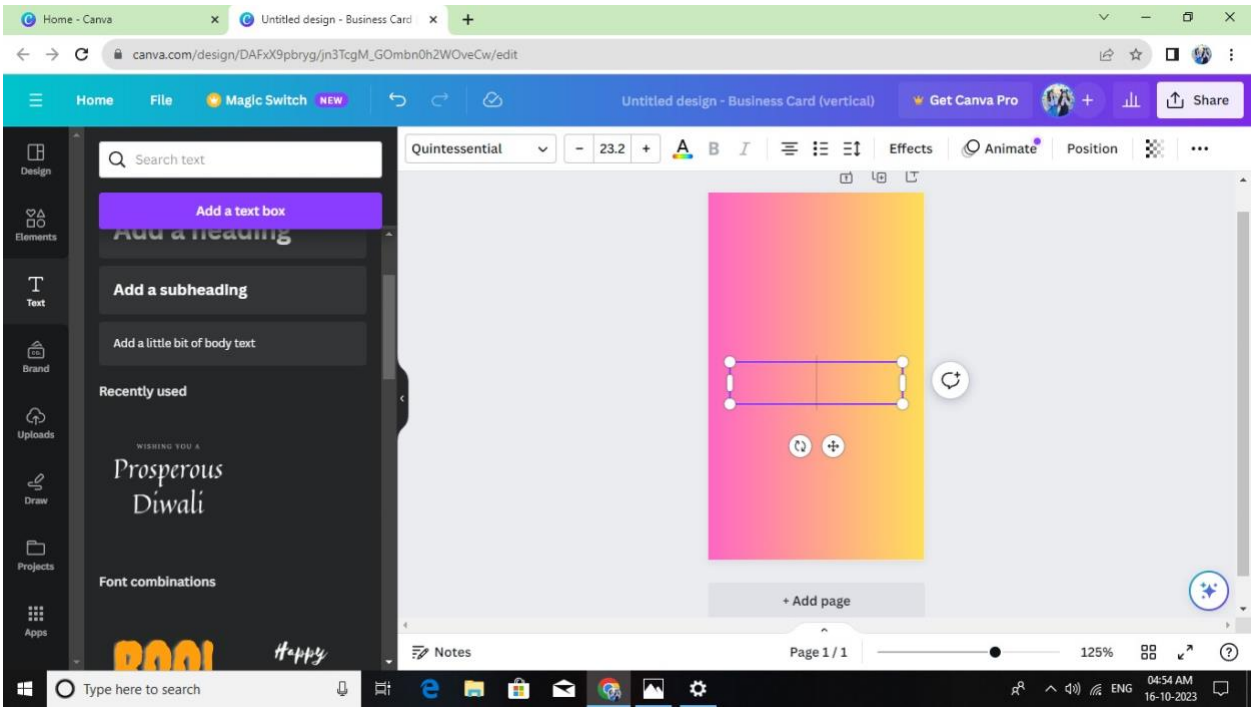
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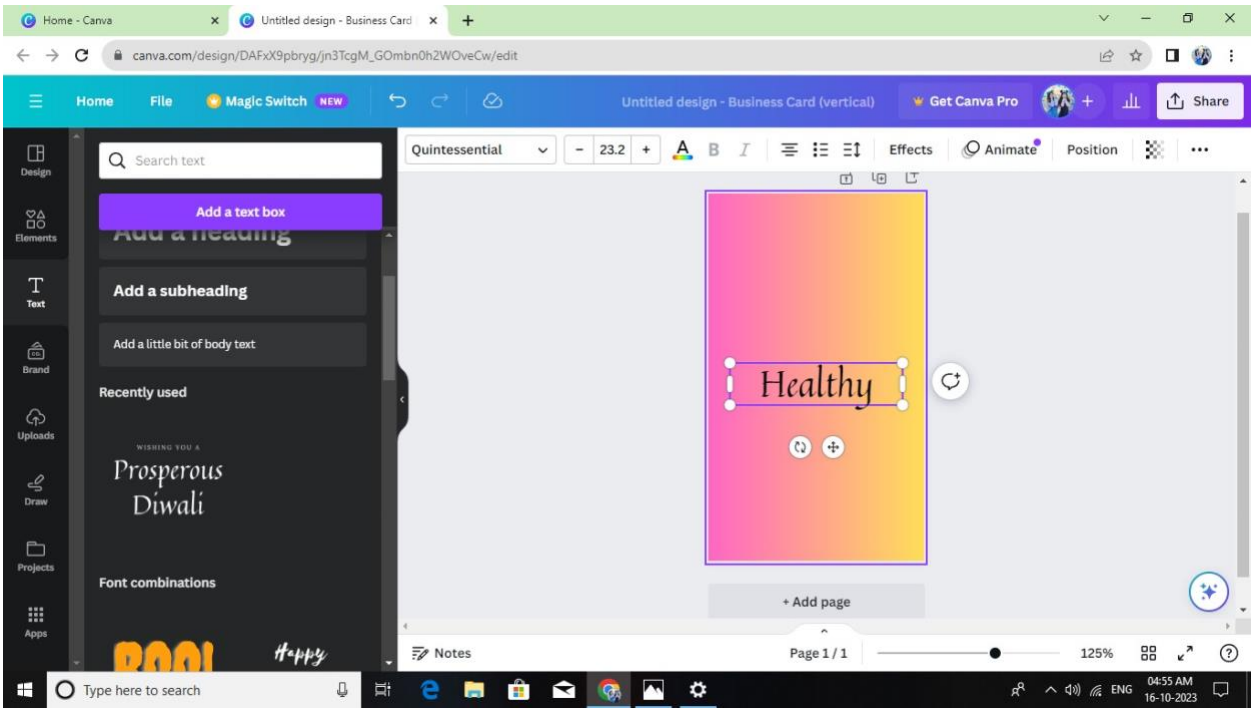
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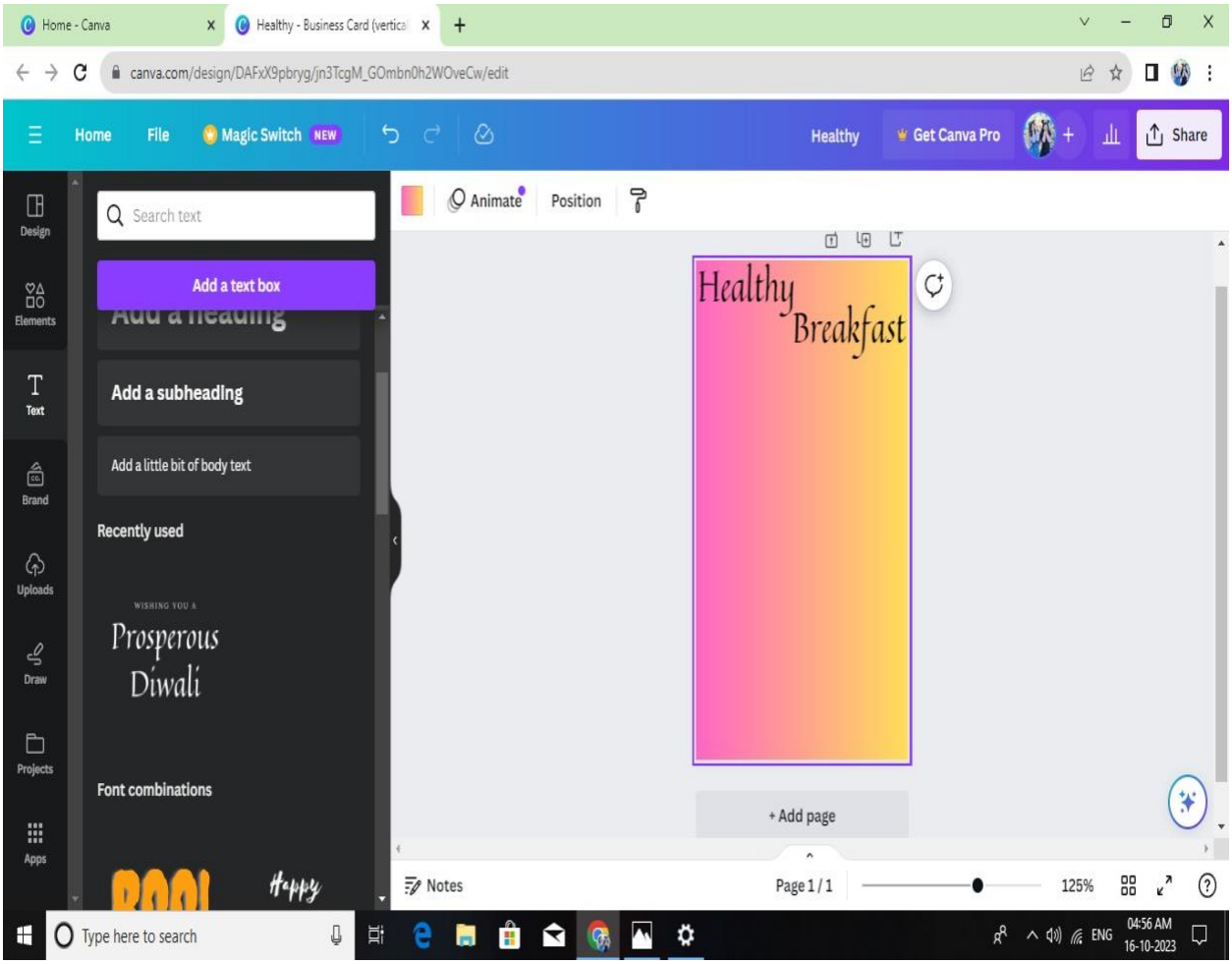
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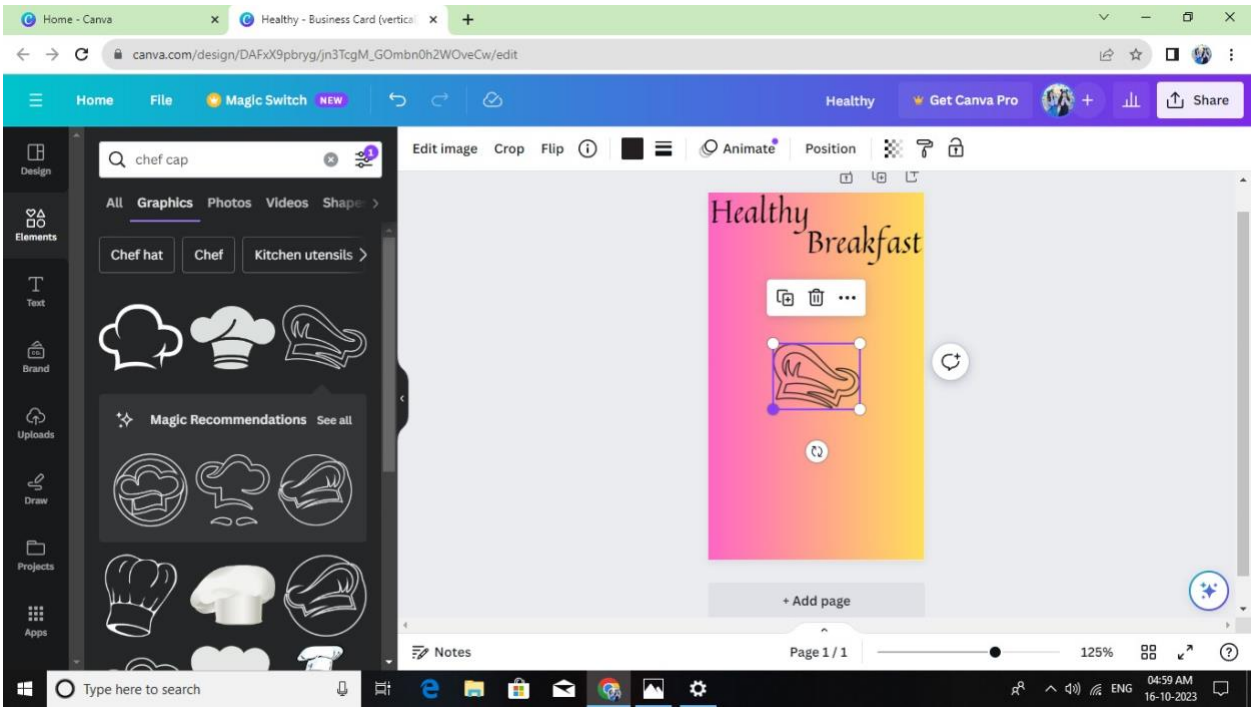
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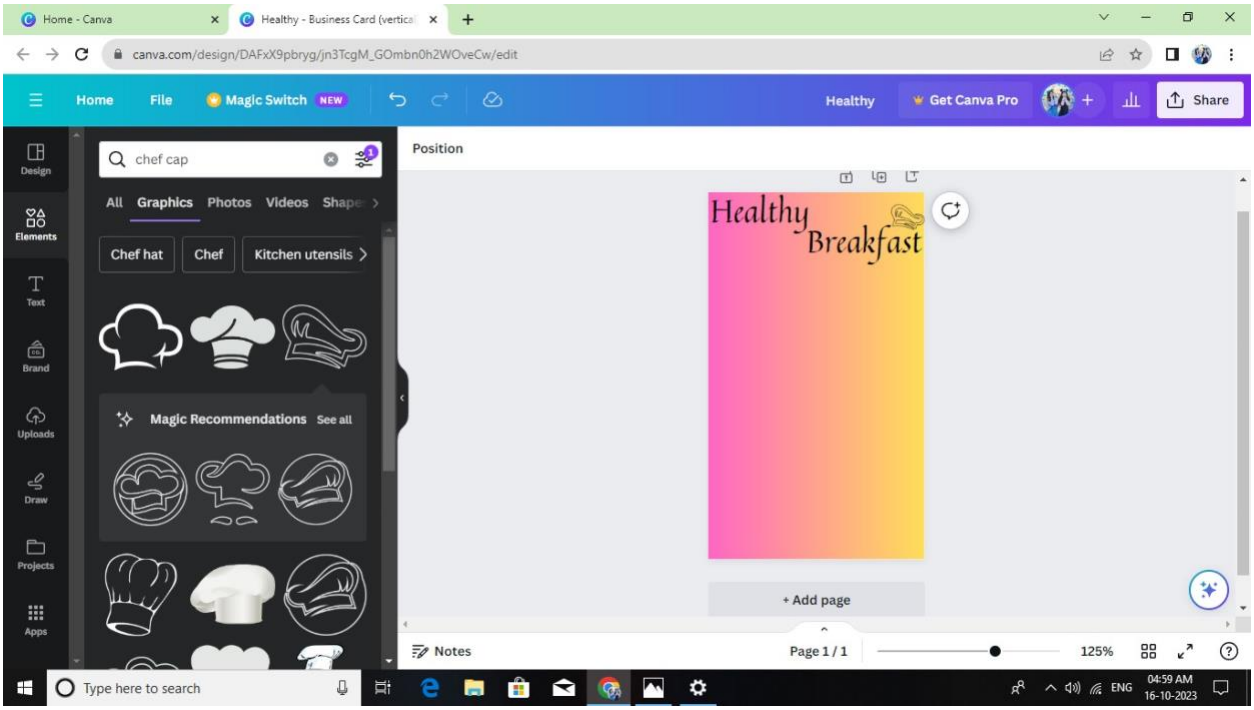
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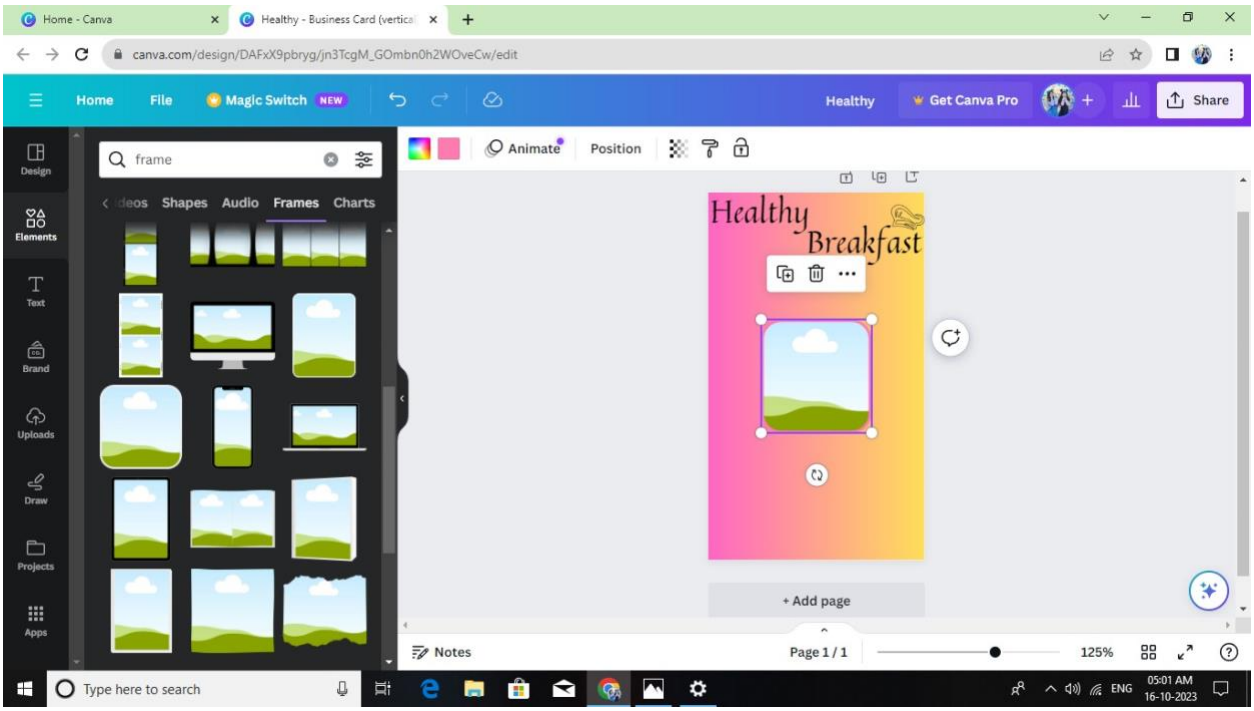
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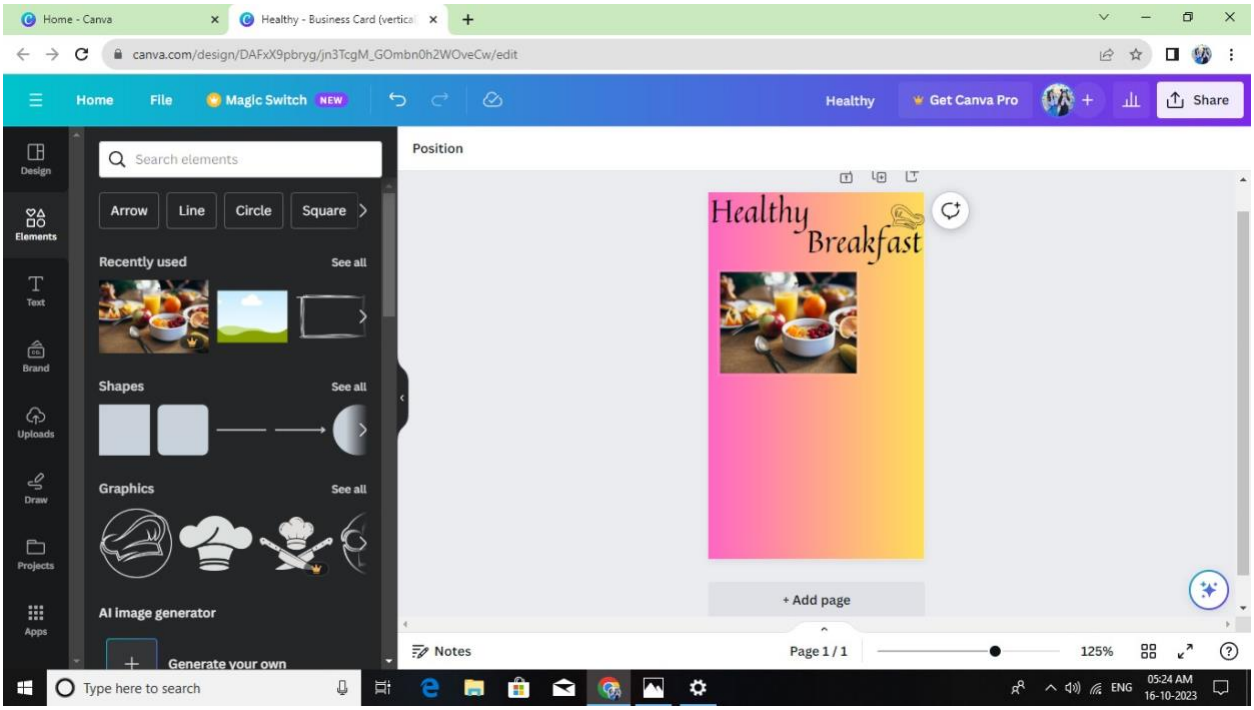
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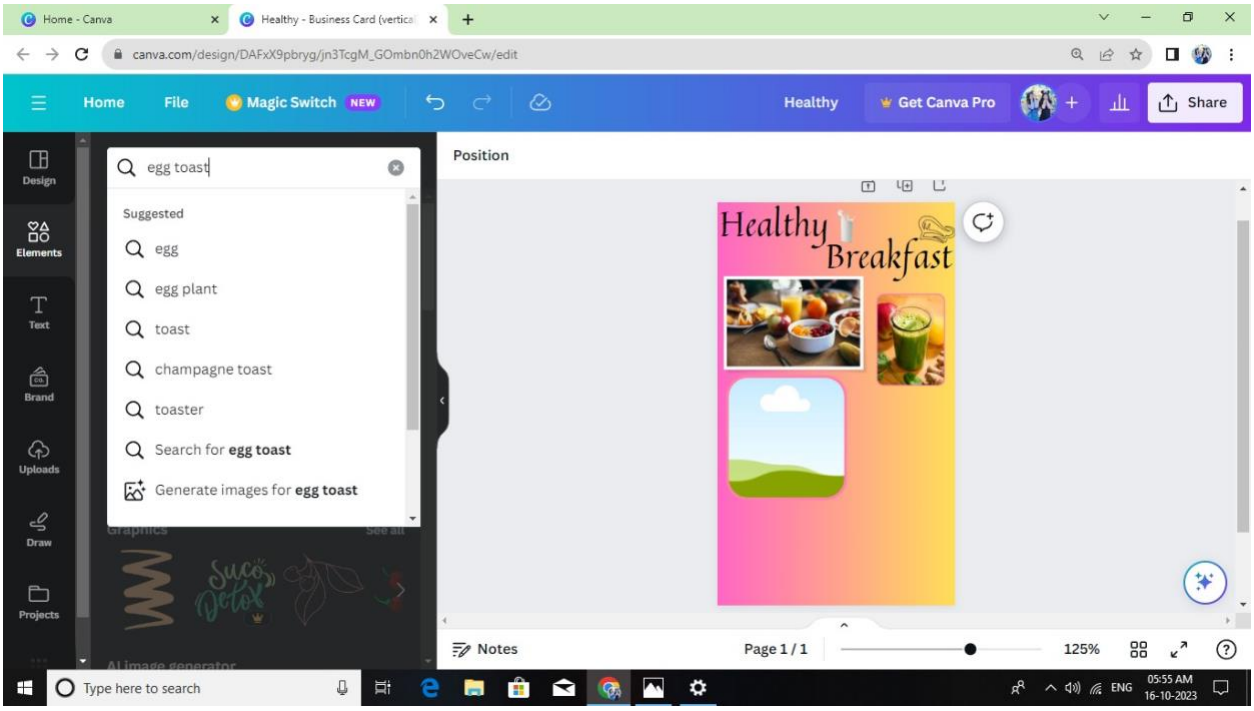
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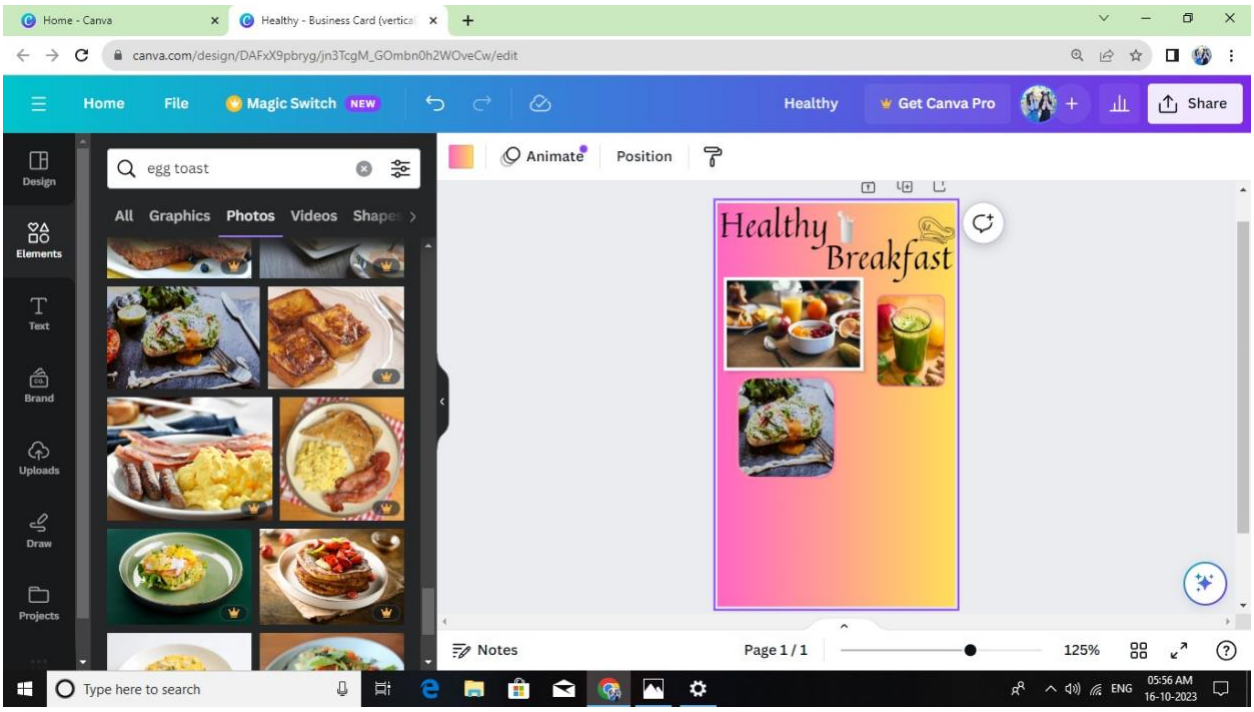
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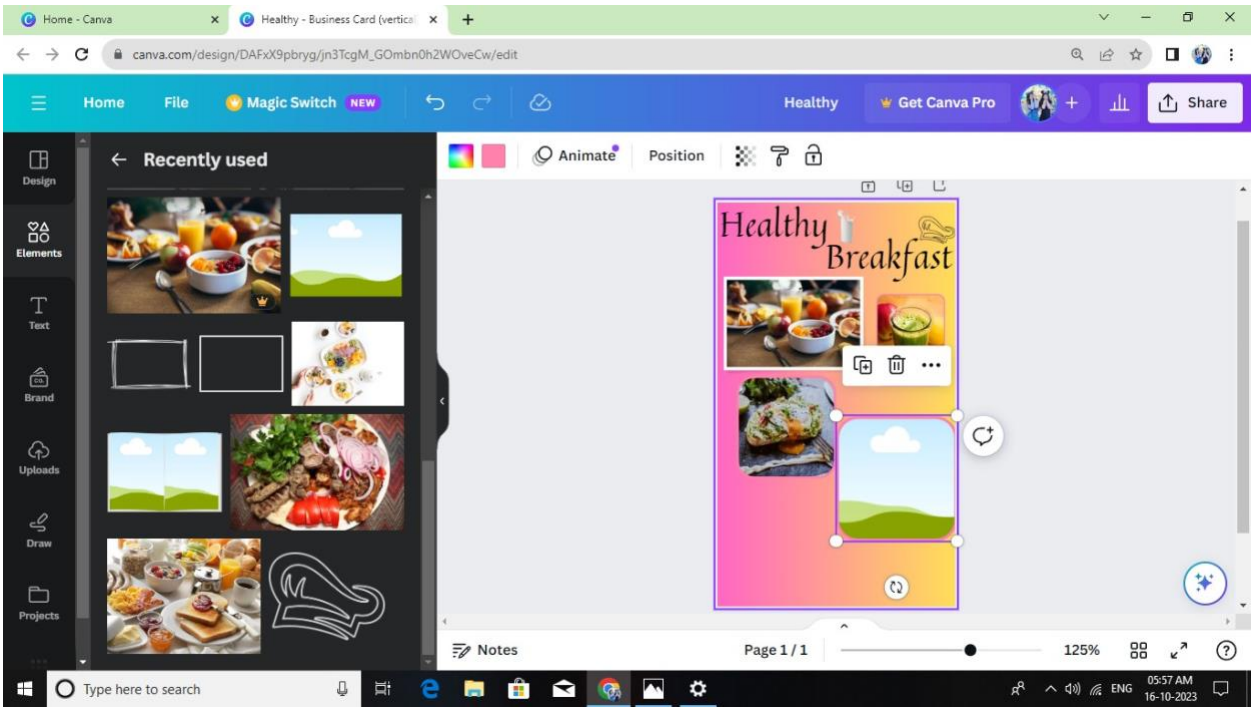
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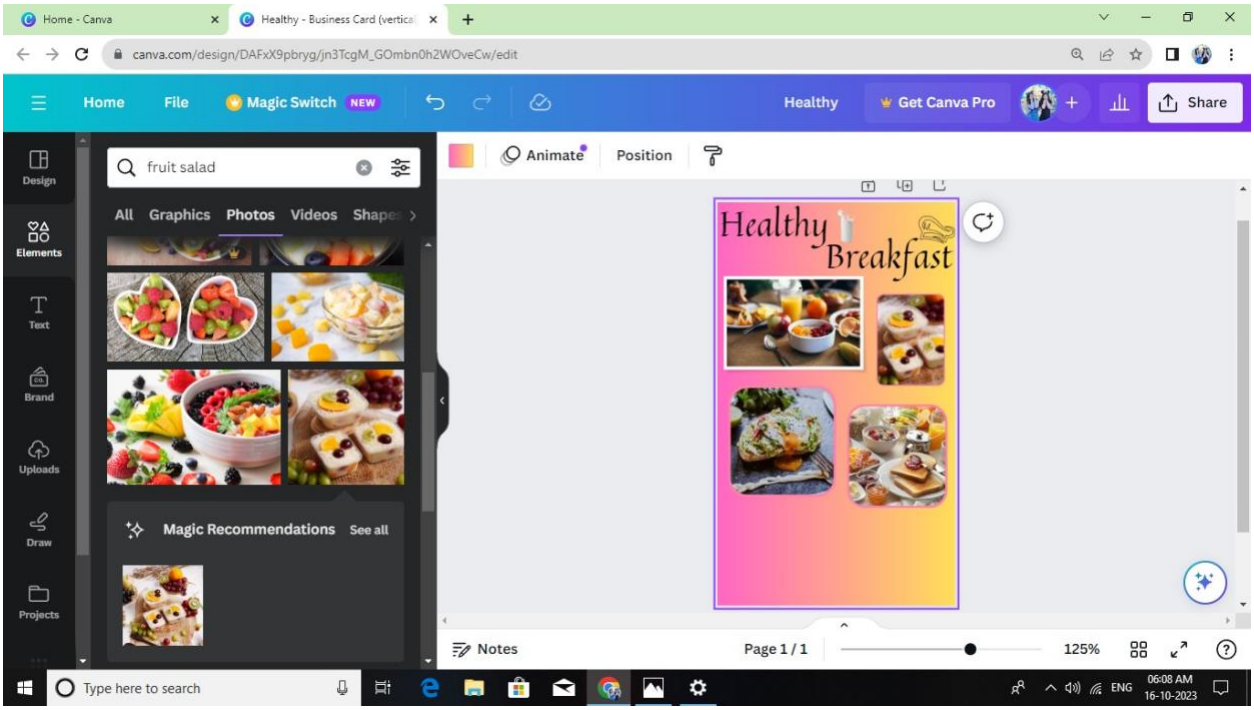
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4. Conclusion:

Social media is a really convenient and important communication network for all the people nowadays. We can use it to know friends and keep contact with friends that came from different countries. We can also share our ideas so quickly so that all the things could develop so fast because people could tell us their ideas and we could improve it immediately. People could also sell things on social media freely which could reduce the expenditure of advertisements.

5. Future scope:

Using Social Media for Business

1. Creating Brand Awareness • Grow your audience • Pay for ads to get extra exposure • Share photos to increase location and product awareness • Allowing people to reference you 2. Staying In Touch With Customers and Build Loyalty • Provide consistent content • Share your passion and history • Post success stories • Show what makes you unique from your competition • Use your own voice • Be honest and make connections 3. Increasing Search Results • The more places you are online, the more places people can find you 4. Build Sales • Convert fans and followers to paying customers

3. SUCCESS ON SOCIAL MEDIA • It's all in the content - Post Frequently - Post Consistently (with volume and regularity) - Post relevant information for your audience - Post things that get your audience excited (social media should be fun!) • Start with a plan, and you'll always have something to post!