



Says

What have we heard them say?
What can we imagine them saying?



Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?



Does

What behavior have we observed?
What can we imagine them doing?



Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?

People

Persona’s name

Short summary of
the persona

Canva can directly post your design to social media and message apps like Facebook, Twitter, Instagram, Pinterest

If you re a new brand starting out or an existing one looking to improve your social media strategy visual content will help establish your online identity

Canvas social media layouts can be used on Facebook , Instagram, Twitter Google and get access to over 100 layouts allowing you to create stunning

Hundreds of templates you can personalize and reuse
Striking color schemes and font combinations
Over 1 million images to filter and edit for free
Canva editor showing a recipe kit Facebook ad design

With reports suggesting that Instagram has over 1 billion active monthly users— 500 million of them are using Instagram Stories every day—when it comes to engaging with potential customers, it's worth investing your time into Instagram Story's marketing

Up your social media game with custom-made, high-quality posts designed using Canva's stunning, professional social media graphic templates.

Canva is a multimedia platform loaded with different design functions a little and feature that allow you to create visual content graphics presentations advertising materials and branded social media content for you business or for personal use.

Design graphics for Instagram, Facebook, Twitter and even your email news letter is infinitely easier with this drag and drop tool to help you asses how your social media profile grow here are five ways canva can help you manage and create your social media videos and graphics

Design with ease canva makes creating content for social media easy with thousands of templates for every social channel a drag and drap editor and an unlimited content library full of sticker, graphics, fonts, shapes, videos, photos, audio

When it comes to creating engaging and unique content on social media, it can sometimes feel like a beast that consistently needs to be fed. And with data showing that visual content is received better by users, creating aesthetically pleasing designs to help convert your followers can become a particularly time-consuming task.

Student presentations and projects instantly become more exciting when created through Canva, with students receiving access to over 60,000 templates across posters, notepads, and infographics, as well as millions of images, thousands of font types and over 800,000 illustrations and icons.

Your Facebook Cover photo is the first thing your audience sees when clicking onto your profile. Taking valuable real estate on your page, Facebook Cover images give your audience an instant impression about who your brand is and what you can offer them. Changing up your Facebook cover photo periodically is smart because: