


Practice Peer-graded Assignment: Activity: Design a social media post

 It looks like this is your first peer-graded assignment. [Learn more](#)

Ready for the assignment?

You will find instructions below to submit.

Instructions

My submission

Peers to review

Discussions



Activity Overview

In this activity, you will design a post for Instagram using Canva, a graphic design tool. You will be provided with a scenario that describes a particular company and a social media campaign they are planning. Your Instagram post will be tailored to that campaign's goal and target audience and the company's brand voice. You will follow design and writing best practices to make your post engaging and accessible. This activity will help you practice creating the types of posts that you might be working on in an entry-level role.

At the end of this activity, you should have a completed Instagram post. Once submitted, two of your peers will review your post and provide feedback on it. You will also review and provide feedback on two other learners' posts.

Scenario

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Review the scenario below. Then complete the step-by-step instructions.

Nature's Pet is a pet food and supply company. They make their products with all-natural, safe, and sustainably-sourced ingredients. In honor of National Pet Day, Nature's Pet will offer customers 25% off their entire purchase. You will use Canva to design a post for their upcoming campaign.

To prepare to design the post, review information about the campaign's goal and target audience, and the company's brand voice:

Campaign Goal: Drive traffic to the Nature's Pet website

Target Audience: Pet owners between the ages of 25 and 34

According to your research, people in this age group care about things like animal rights, sustainability, and environmental protection. They also tend to favor soft, natural colors and simple designs.

Brand Voice: Casual, warm, friendly, and sincere

Step-By-Step Assignment Instructions

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Step 1: Log in to Canva or create a new account

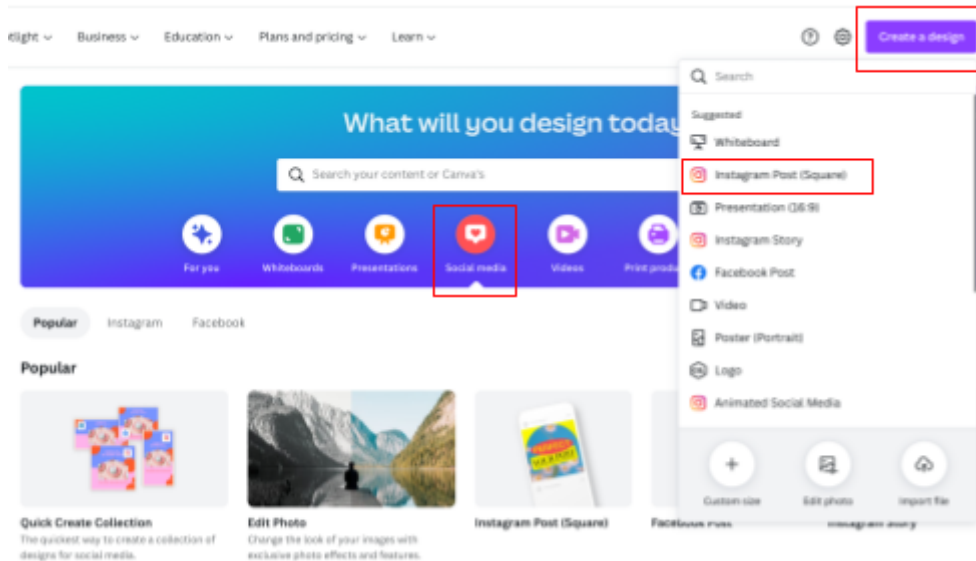
Log in to your Canva account or create a new account for free at [Canva.com](https://www.canva.com).

To create a free Canva account, click “Sign Up” in the top right hand corner. You will then be directed to provide your email address and create a password or connect via your Google, Facebook, or Apple account.

Step 2: Create a new design

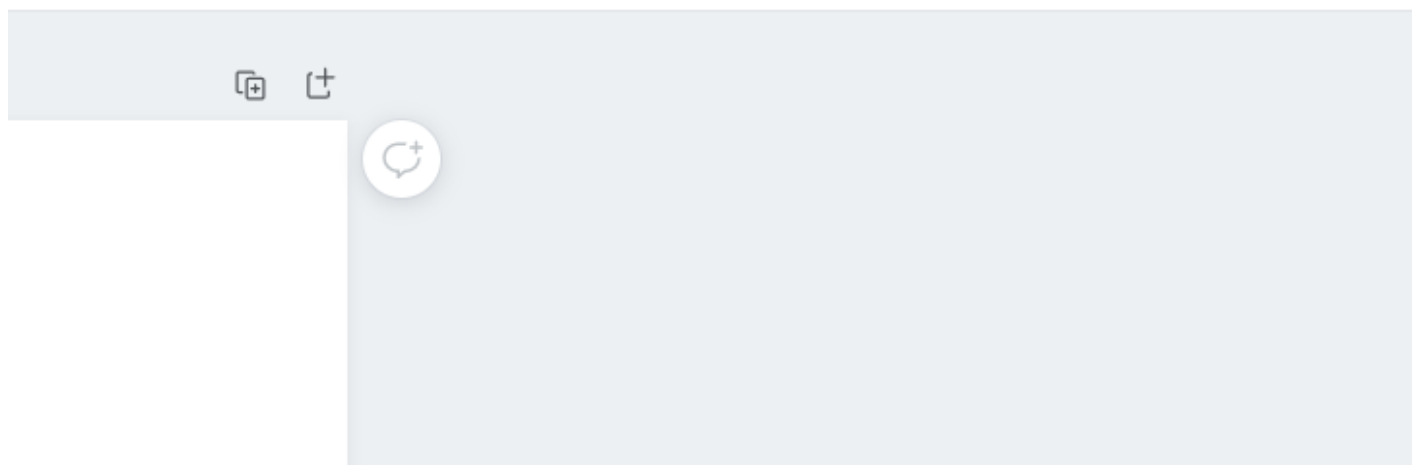
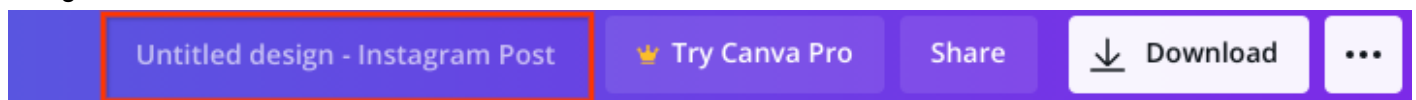
From the **What will you design?** banner, select **Social Media**.

Then, in the top, right corner, click on **Create a design** and select **Instagram Post**.



Step 3: Title your post

Give your post a descriptive title. For example, your title might include the name of the holiday or the discount being offered.

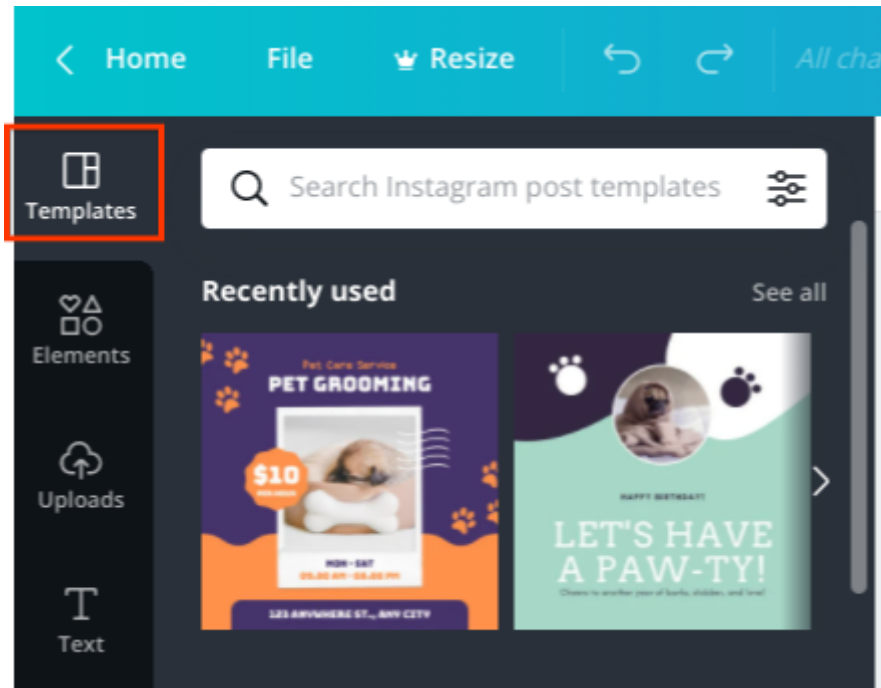


Step 4: Select a template

In the top, left corner, select **Template**. Then type keywords related to the pet supply business into the search bar.

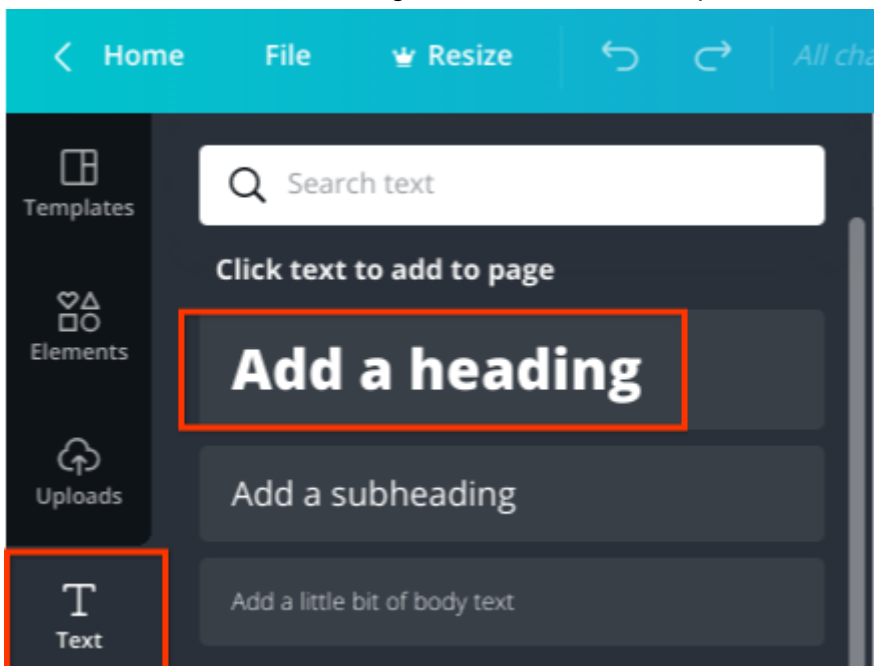
Select a template that you think would appeal to the target audience: pet owners between the ages of 25 and 34. Remember that many people in this age group prefer soft, natural colors and simple, uncomplicated designs.

Note: The free templates do not have a crown icon in the bottom left corner.



Step 5: Add the name of the business

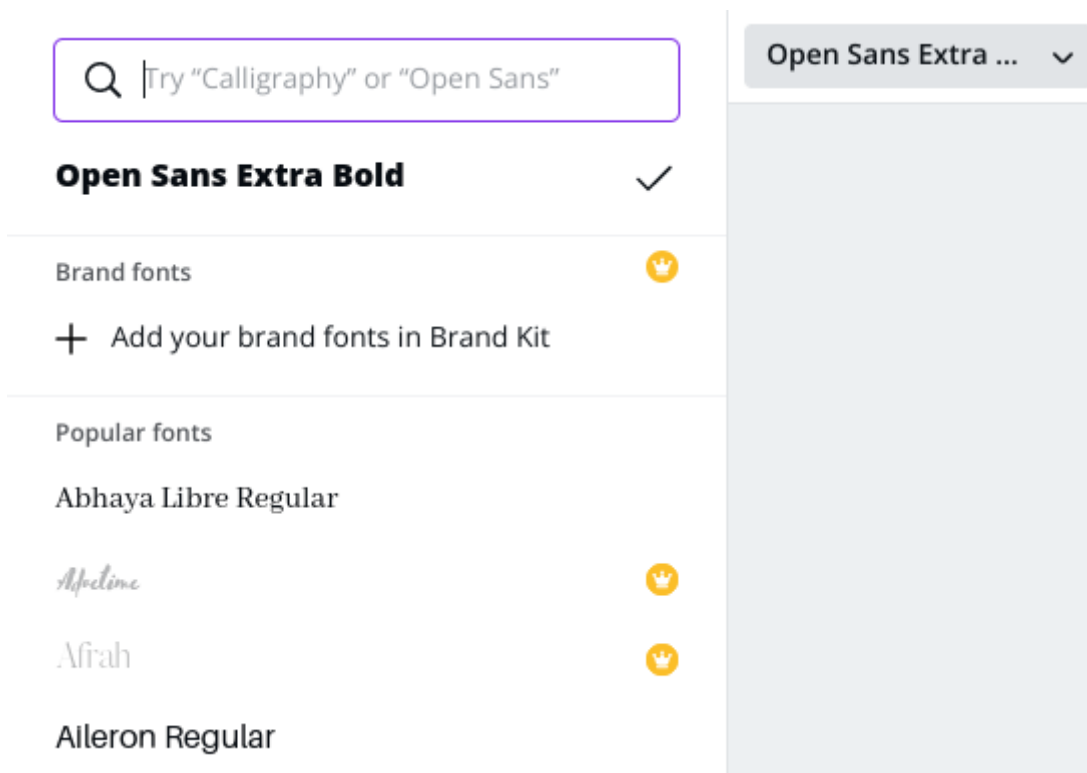
Go to the **Text** menu and select **Add a heading**. Move the heading to where you would like to place it in the post. You can also click on an existing text element in the template to edit or delete it.



Type the name of the business, Nature's Pet, into the heading text box.

Step 6: Format the text

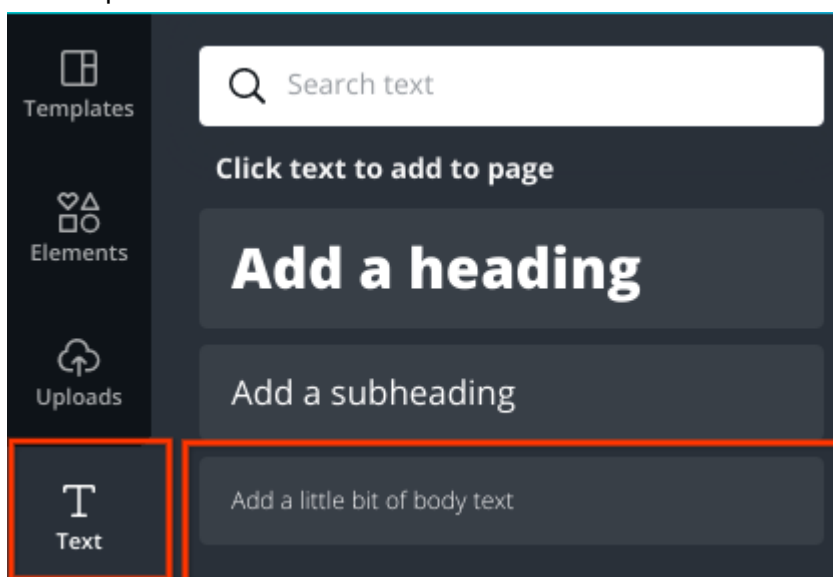
Select the text and choose a font from the dropdown menu on the top left side. In order to ensure your text is accessible, avoid complicated fonts and italics, bold, or other special lettering. Assistive technologies may have difficulty reading these.



Next, select a font color. Make sure the font color contrasts against the background of the post for improved readability.

Step 7: Describe the offer

Go to the **Text** menu and select **Add a little bit of body text**. Move the text box to where you would like to place it in the post.

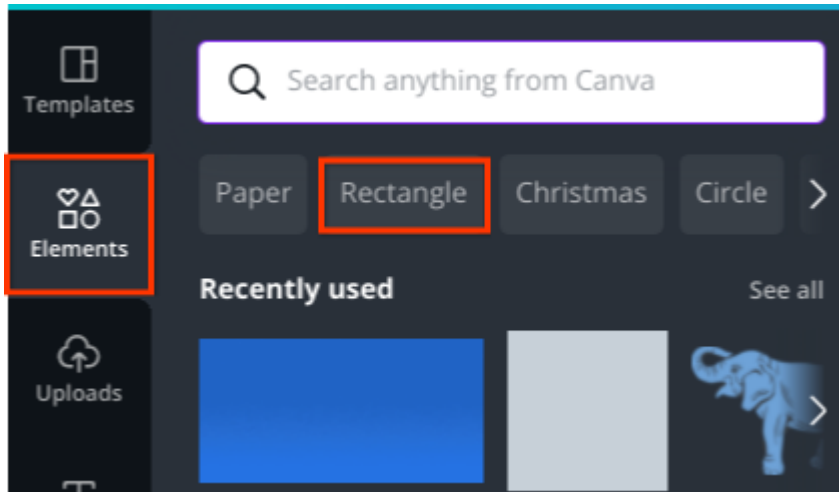


In the text box, add 1–2 sentences telling customers about your National Pet Day offer: 25% off their entire purchase. Write your copy to appeal to your target audience. As a reminder, people in this audience often care about things like animal rights, sustainability, and environmental protection, and they are also pet owners. Think about the brand voice of Nature’s Pet as you write your copy. To review, brand voice is the distinct personality a brand takes on in its communications. Nature’s Pet’s brand voice is casual, warm, friendly, and sincere.

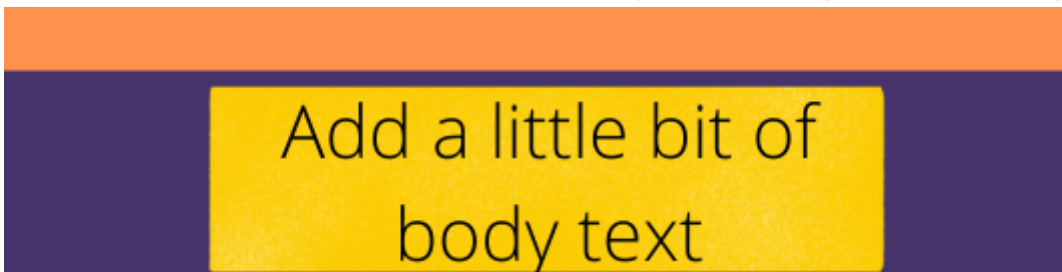
Format the text of the offer to ensure accessibility. Select a font style and color as described in **Step 6**, and make sure your font size is not too small.

Step 8: Add a call to action button

A call to action tells your reader what to do next. To add a call to action button, go to the **Elements** menu and select **Rectangle**. Choose a rectangle shape from the set of options. Then move it below the text of the offer in your post.



Go to the **Text** menu, select **Add a little bit of body text**, and drag it over the rectangle.



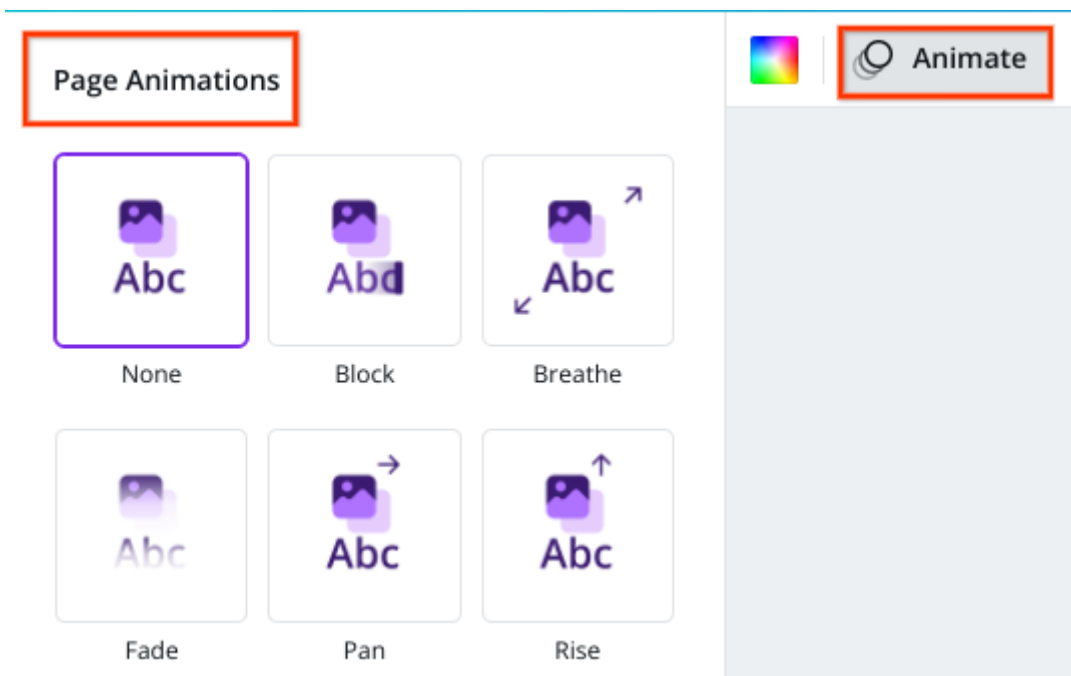
Write your call to action in the text box. A call to action should be brief, clear, and indicate what will happen if the user clicks the button (e.g. “Install Now” or “Learn More”). Your call to action should encourage the user to take an action that achieves your campaign goal: to drive more traffic to your website.

Once you’ve written your call to action, format the text for accessibility.

[Optional] Step 9: Animate the post

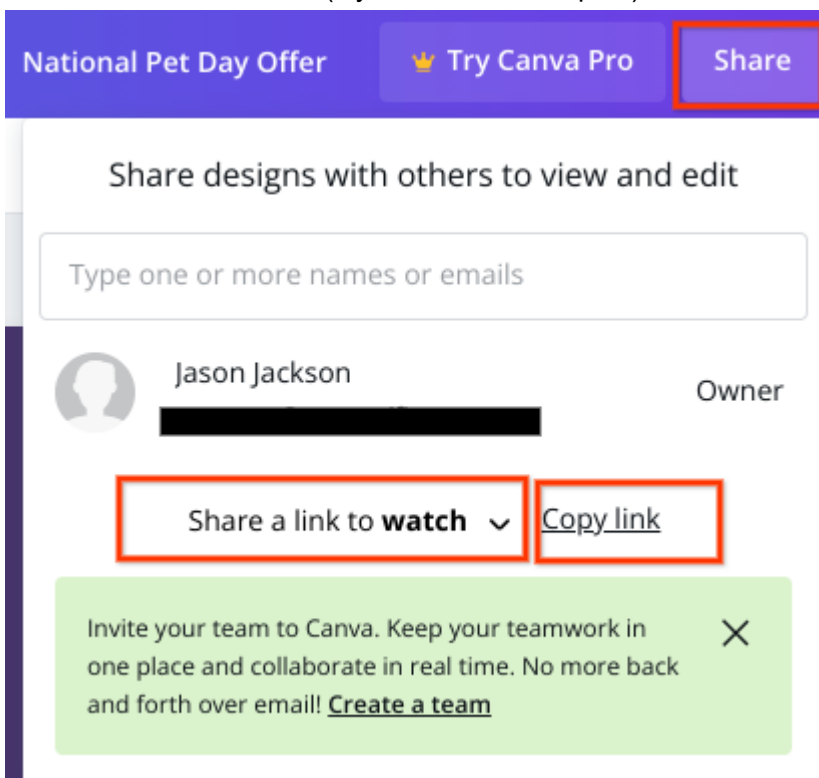
To make your post even more visually engaging, animate it. Animation can help your posts get people's attention. However, too much movement can be distracting and might not be accessible to everyone, so use animation sparingly.

Select your entire post. Then, from the top bar, select **Animate**. Select **Page Animations** and choose the animation you want to use.



Step 10: Share your post

Once you have finished designing your post, click **Share** and set the sharing permissions to **Share a link to view** or **Share a link to watch** (if you animated the post). Then click **Copy link**.



Pro Tip: Save your work

Finally, be sure to save the work you did to complete this activity. This can help you work through your thought processes and demonstrate your experience to potential employers.

Review criteria

There are a total of 10 points for this activity. At least two of your peers will evaluate your post. Your final grade will be the median of these scores. You must get 8 out of 10 total points to pass.

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Giving Good Feedback

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Once you complete the activity, review, grade, and provide constructive feedback for **at least two** assignments. Below are some guidelines to help you leave constructive comments for your peers.

When giving feedback:

Start by pointing out something positive, then follow up with a suggestion

Be specific and offer actionable recommendations

Focus on content, rather than grammar or style

Ready to submit your work? Head to the My Submission tab at the top of the page.