



FREELANCING & DIGITAL MARKETING COURSE

TAJ Institute of Information Technology

Semester: 04

Semester title: Freelancing & Digital Marketing

Module: 03

Module title: Designing on Canva



Class: 02

Class title: Professional Social Media Post Design



Class 2: Topics Content

- ▶ **Why Use Canva for Social Media Posts?**
- ▶ **Key Features of Canva for Social Media**
- ▶ **Steps to Create a Professional Social Media Post**
- ▶ **Professional Social Media Post Sizes**
- ▶ **Designing the Social Media Post**

Why Use Canva for Social Media?

User-Friendly:

- Drag-and-drop interface, suitable for beginners and professionals.

Templates:

- Thousands of customizable templates for different platforms (Instagram, Facebook, LinkedIn, etc.).

Branding Tools:

- Upload brand colors, logos, and fonts for consistent branding.

Cost-Effective:

- Free and Pro versions available to fit different needs.



Key Features of Canva for Social Media

Pre-Set Dimensions:

- Ready-to-use dimensions for various platforms (e.g., 1080x1080 for Instagram).

Graphics & Elements:

- Access to millions of icons, images, and shapes.

Text Tools:

- Stylish fonts with effects like shadow, glow, and curve.

Animation Options:

- Create eye-catching motion graphics for dynamic posts.

Collaboration:

- Share designs with your team for real-time editing.

Steps to Create a Professional Social Media Post

Select a Template:

- Browse Canva's library or start from scratch.

Choose a Platform:

- Use platform-specific dimensions for optimized display.

Add Visuals:

- Use high-quality images, icons, and illustrations.

Incorporate Text:

- Use compelling fonts, concise messaging, and call-to-action (CTA).

Apply Branding:

- Add brand colors, logo, and fonts for consistency.

Enhance Design:

- Utilize grids, alignment tools, and spacing for a polished look.

Preview & Export:

- Check your design and export in the required format (PNG, JPG, etc.).

Professional Social Media Post Sizes

Instagram

- Square Post: 1080 x 1080 px (1:1 aspect ratio)
- Portrait Post: 1080 x 1350 px (4:5 aspect ratio)
- Landscape Post: 1080 x 566 px (1.91:1 aspect ratio)
- Stories & Reels: 1080 x 1920 px (9:16 aspect ratio)



Facebook

- Square Post: 1080 x 1080 px (1:1 aspect ratio)
- Landscape Post: 1200 x 630 px (1.91:1 aspect ratio)
- Stories: 1080 x 1920 px (9:16 aspect ratio)
- Cover Photo: 820 x 312 px (desktop); 640 x 360 px (mobile)



Professional Social Media Post Sizes

LinkedIn

- Post Image: 1200 x 1200 px (1:1 aspect ratio)
- Banner Image: 1584 x 396 px
- Shared Link Image: 1200 x 627 px (1.91:1 aspect ratio)
- Stories: 1080 x 1920 px (9:16 aspect ratio)



YouTube

- Thumbnail: 1280 x 720 px (16:9 aspect ratio)
- Channel Art (Banner): 2560 x 1440 px
- Video: 1920 x 1080 px (16:9 aspect ratio)



Designing the Social Media Post

