Semester: 04

Semester title: Freelancing & Digital Marketing

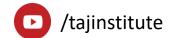
Module: 03

Module title: Designing on Canva

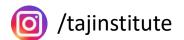
Class: 02

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 566px (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 630px (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 x627 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

