



# Yes You Canva!

## Making Simple Social Graphics

In this digital stimulation-driven world, we know it can be really difficult to get your audience's attention to the issues that drive your work. Investing time to create memes can really help your audience understand you better. You can get specific about your message and make content that is visually appealing and more shareable.

Images tap into emotion and make your content more memorable. We are always skimming and scrolling fast on social media — you have less than one second to capture someone's attention. Graphics can help capture the eye and slow your audience down, so you can get them engaged with your campaigns.

As a nonprofit communications staffer, social media may just be one part of your job. You are juggling a lot — from press releases to digital campaigns — and there is often little to no time to invest in content creation. I chose [Canva](#) as the recommended tool for graphic design because it is an intuitive photo editing tool that is easy to learn on the fly. Canva facilitates creativity on a shoestring budget — there is a lot you can do using the free version.

This guide is a collection of tips and resources to help you create stronger visual communication for your daily social media output.

## Photography Basics

- [All about The Rule of Thirds](#)
- [Perspective in photography](#)
- If you want to take it a step further, learn more about [the golden ratio](#).
- You don't need high-resolution photos. Our cell phones have great cameras these days!
- Landscape-oriented photos work best for making memes because they leave room for text above and below the image.

## Image Resources

- There are many images available online for free or at a low price. If you are a nonprofit organization, when you are searching for imagery make sure to select imagery that is labeled for noncommercial use.
- Resource Media [provides in-depth guidance](#) on how to source and credit photos. Note, [Canva](#) has a lot of free stock imagery built into the tool.
- Here are some other image libraries we like:
  - [Creative Commons](#) and more information on [how to give attribution](#) to these images
  - [Water Desk multimedia library](#)
  - [California Department of Water Resources photo library](#)
  - [Survival Media Agency archive](#)
  - [Twenty20 stock images](#)
  - [Unsplash](#)
  - [Pexels](#)

## Facebook Advertising

- When you consider putting any money on a post (boost or ad campaign) on Facebook, text on ads is restricted to only 20% of the total image. [Here's more info](#).
- Use the [text overlay tool](#) to test out your images before posting.

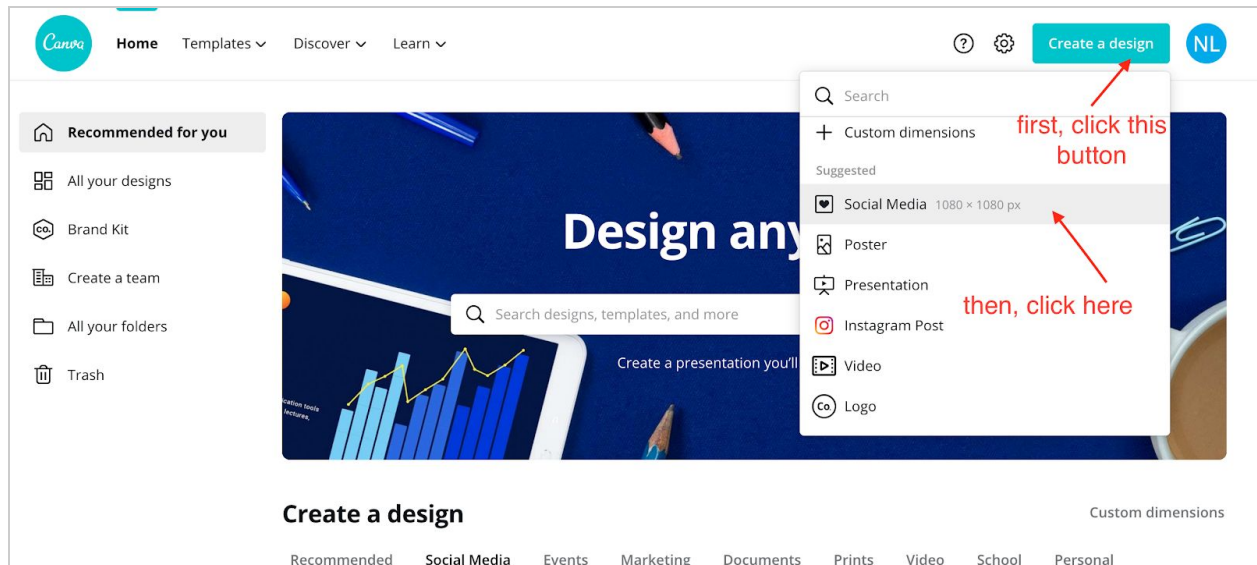
## Consent

- Make sure you have consent from both the photographer and photo subjects for pictures you use for your organization's purposes.
- When working with a photo from a professional photographer, it is common practice to include their name and copyright information in a watermark on the photo. Additionally, if you are photographing volunteers or supporters at an event, use an image release form. Be very clear with your photo subjects about the purpose and intended use(s) of the images. [USC's image release form](#) is a great example that you can modify to your own. Make sure to run it by legal, as well, before distributing at your next event.
- It is a best practice to compensate photo subjects if you are setting up a photo shoot or staging imagery in order to build your organization's photo archive. An equity-oriented partner such as [Survival Media Agency](#) can be an asset for your next event, and provide visual production support for a wide range of budgets and needs.

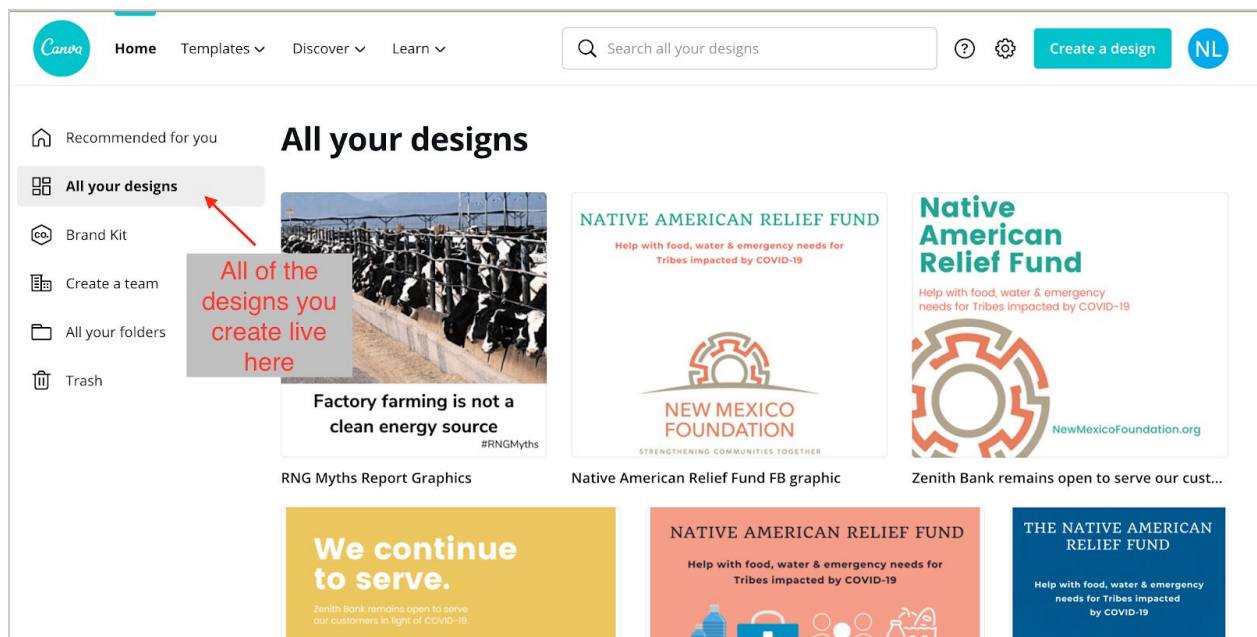
## Additional Resources

- [Resource Media's Visual Storytelling Guide](#) is a thorough and helpful resource, and includes an explanation of the value of combining text and photos.

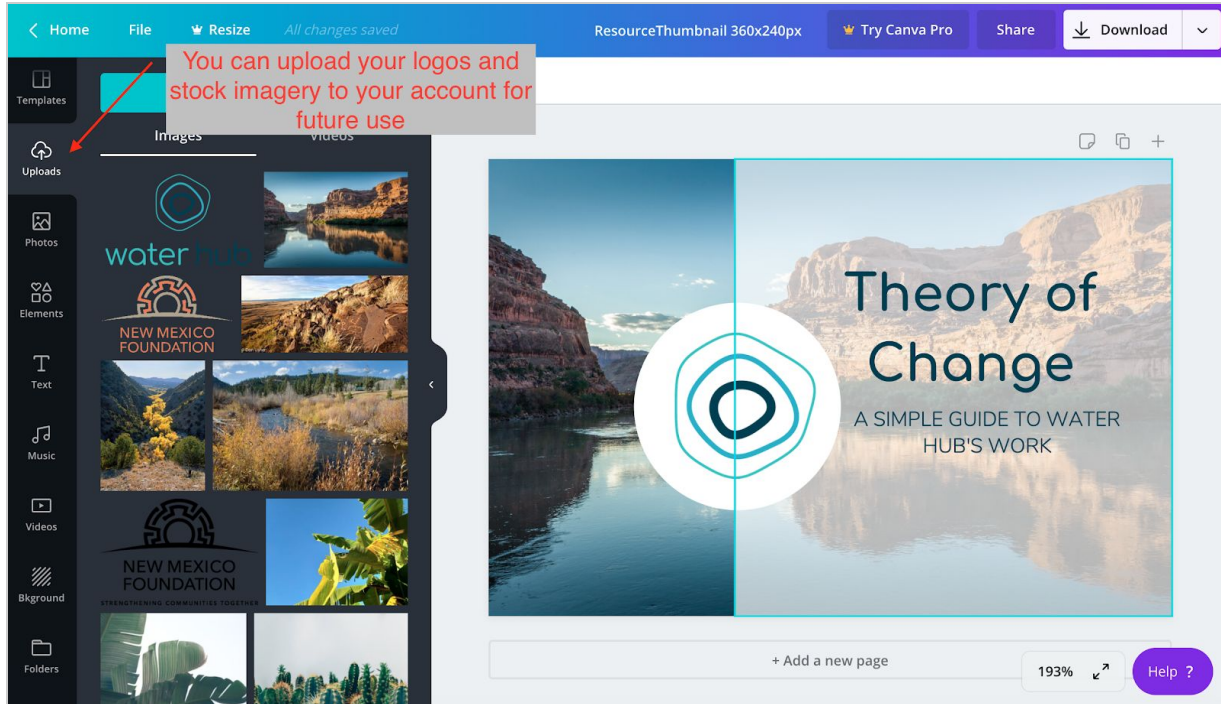
# Canva Tips



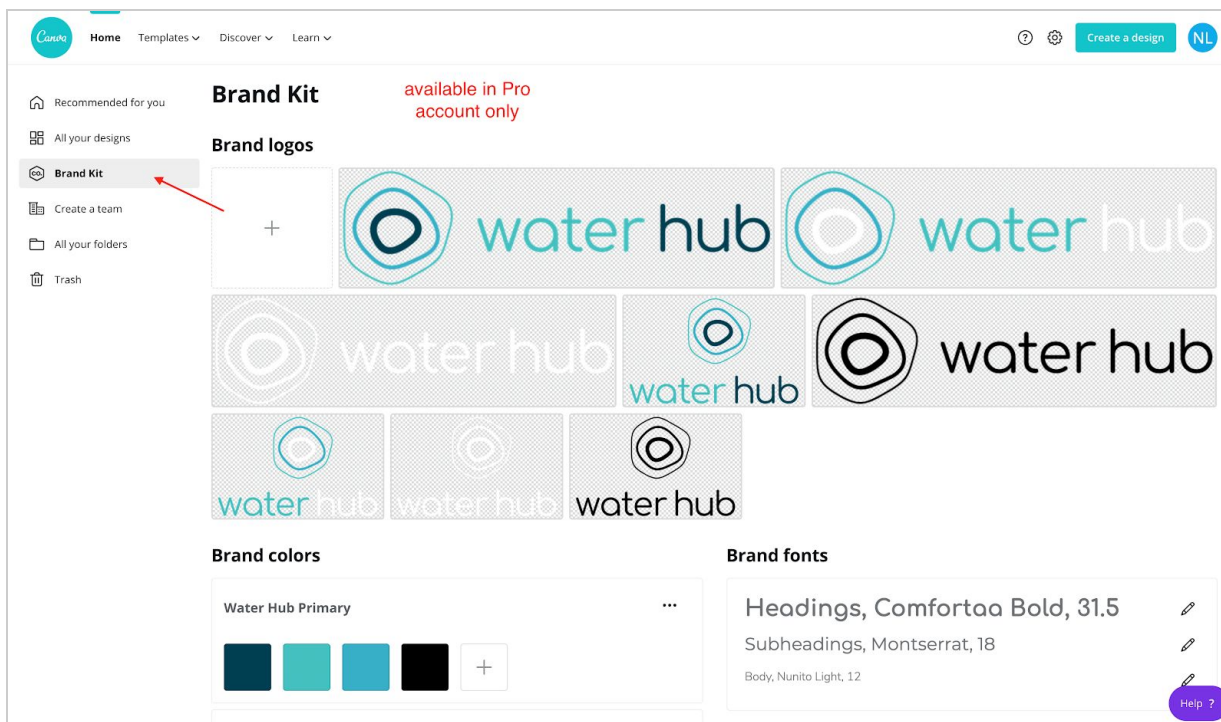
To create a meme for social media, begin by clicking the Create a Design button. Then, click on the Social Media option. This will give you a blank square canvas with dimensions that work for most social channels. There is a separate template for Instagram Stories.



The designs you create with Canva will be saved to your account, so you can always go back and access them as needed.



Upload your logos, avatar, stock imagery, and everything else you need to make your creative designs in Canva. It will be saved to your account, so you can access it anytime.



If you upgrade to a Pro account, you'll be able to save your organization's logo, fonts, and colors in a section called Brand Kit.