



Introduction to Social & Online Media

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Monday, April 20, 2020



HS Intro to Social & Online Media

Overall Lesson: **Social Media Posts**

Sub lesson for Monday, April 20: CANVA (part 1 of 2)

Objective/Learning Target:

Students will be able to use a Canva template to create social media posts.



Background Information

Facebook users are sharing 684,478 pieces of content per minute. Each day, there are more than 500 million Tweets processed on Twitter and 80 million photos posted to Instagram. With such an influx of content on social media, it's more difficult than ever for brands to stand out and get noticed.

[source](#)



Warm Up/Bellringer

How can you get your social media posts to stand out?

If you started your own online business or needed to promote yourself on social media to get followers, what's the best way to get engagement and increase your followers?



Warm Up/Bellringer

The answer to these questions is to use images on social media.

“Don’t believe that graphics have a tremendous effect on the posts that you share to social media? According to Twitter, tweets with photos receive an average 35% boost in Retweets. Social Media Strategist Jeff Bullas reports that Facebook posts with photos receive an average 37% increase in engagement.”

[source](#)



Lesson/Activity #1

1. Read this short [article](#) (which includes video clips) about how to use Canva.
2. Create a FREE Canva account to get started.



Lesson/Activity #2

1. Watch this short [video](#) on how to use Canva to create a post from a template.
2. PRACTICE: Create your own social media post (Facebook, Twitter, Instagram or whatever social media platform you use) using a Canva template. Make sure you are selecting templates and elements that are FREE.
3. Don't forget to start with a strategy or purpose for your post.



Lesson/Activity #3

1. Now you're ready to publish or save your design. Watch this short [video](#) on how to publish your Canva design.
2. PRACTICE: Download your design a PNG or post it directly to the social media platform of your choice.



Additional Resources

[Canva Design School](#) over 60 different video tutorials to help you learn all about designing your own social media posts.