

Canva

Social media works best when you've got great content to share. This is where Canva comes in because it is a great tool for developing infographics, flyers, memes, banner and posters – and of course the basic version is free.

What is Canva?

Canva is an online graphics tool that has a drag-and-drop interface that makes it very easy to use. It also gives you access to a vast library of templates, images, graphics and fonts, plus you can upload your own resources to create your own unique designs.

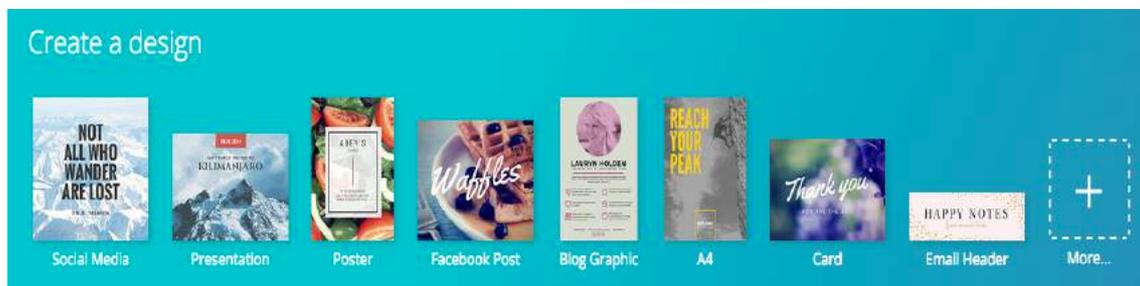
Why should I use Canva?

Canva will help you to develop professional looking presentations, flyers, posters and infographics. It has a wide variety of content prototypes from social media images and banner templates to marketing materials, presentations, invitations and advertisements. Canva templates come in various sizes and can be used in a variety of ways. The good thing about Canva is that if you are new to design, the templates are very easy to use.

How do I get started?

Canva is cloud-based software. To sign up for a free account go to: canva.com. Once you've signed up, you can get started.

After you log in, choose a design type – for example, a Facebook post.



From here, you will see the design editor page. Click **Layout** from the left hand menu. (It may already be selected.) Scroll through and choose a layout from the left hand side.

Click on the layout you want and drag it onto your page. For a simple design, you might just change the text if the rest of the content suits your needs.

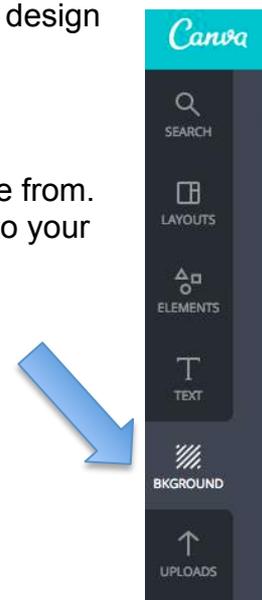


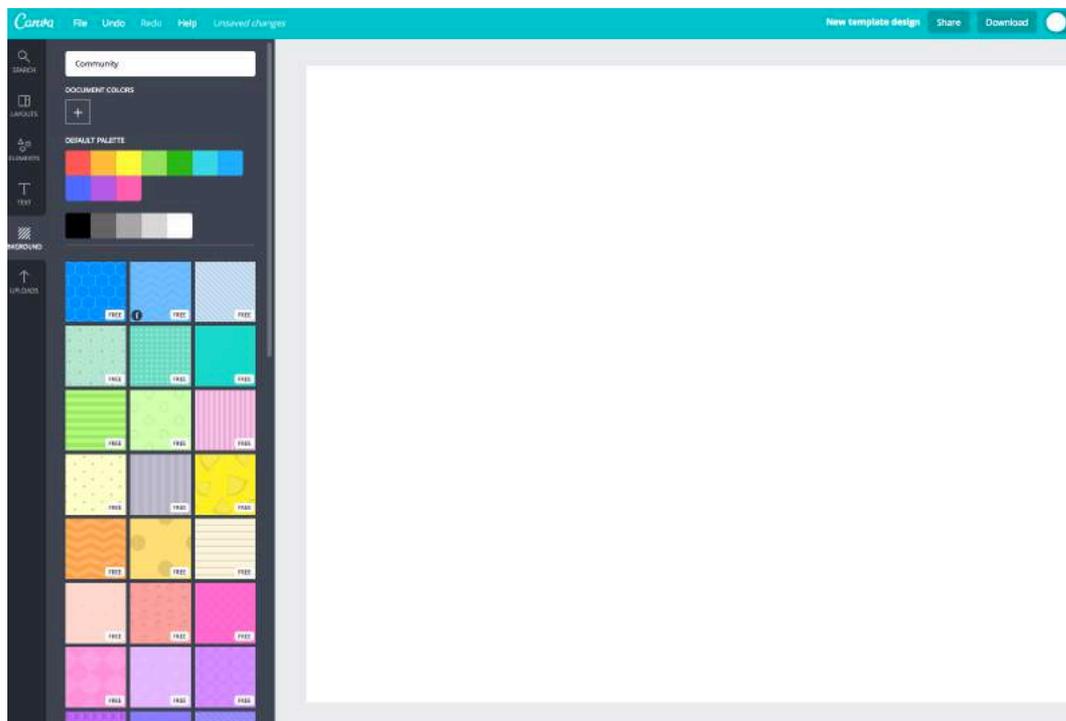
Starting from scratch

If you want to develop a new design from scratch, choose a design type. This will take you to the design editor page.

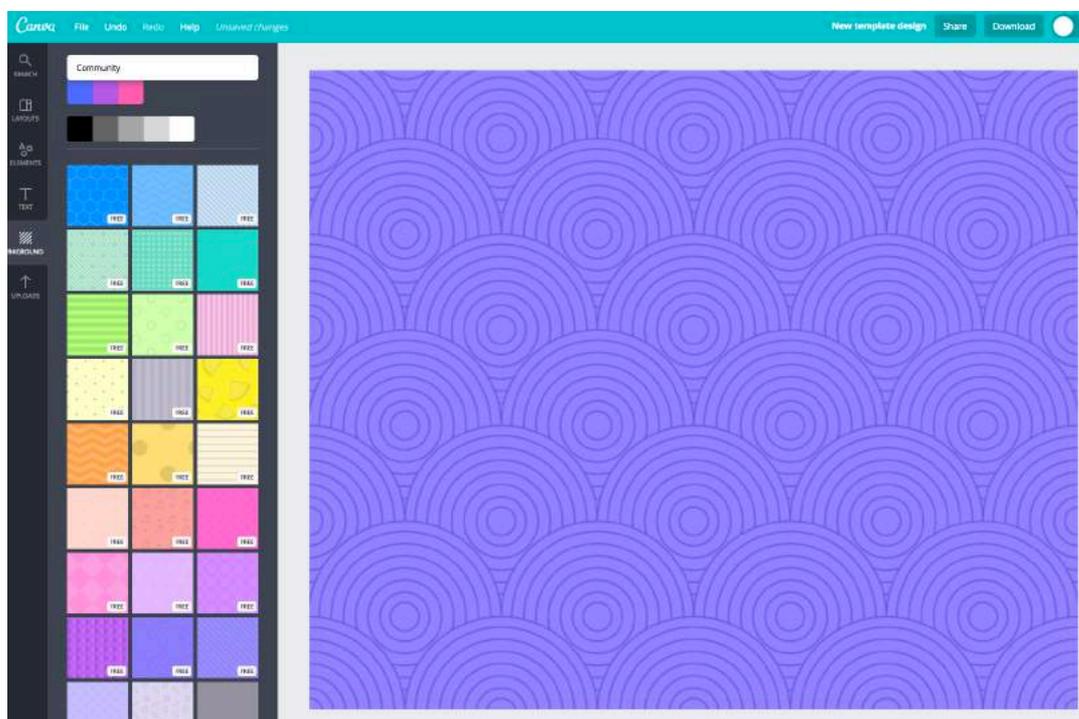
Select **Background** from the left hand menu.

There are different colours and patterns that you can choose from. Once you make your decision, just drag the background onto your page.





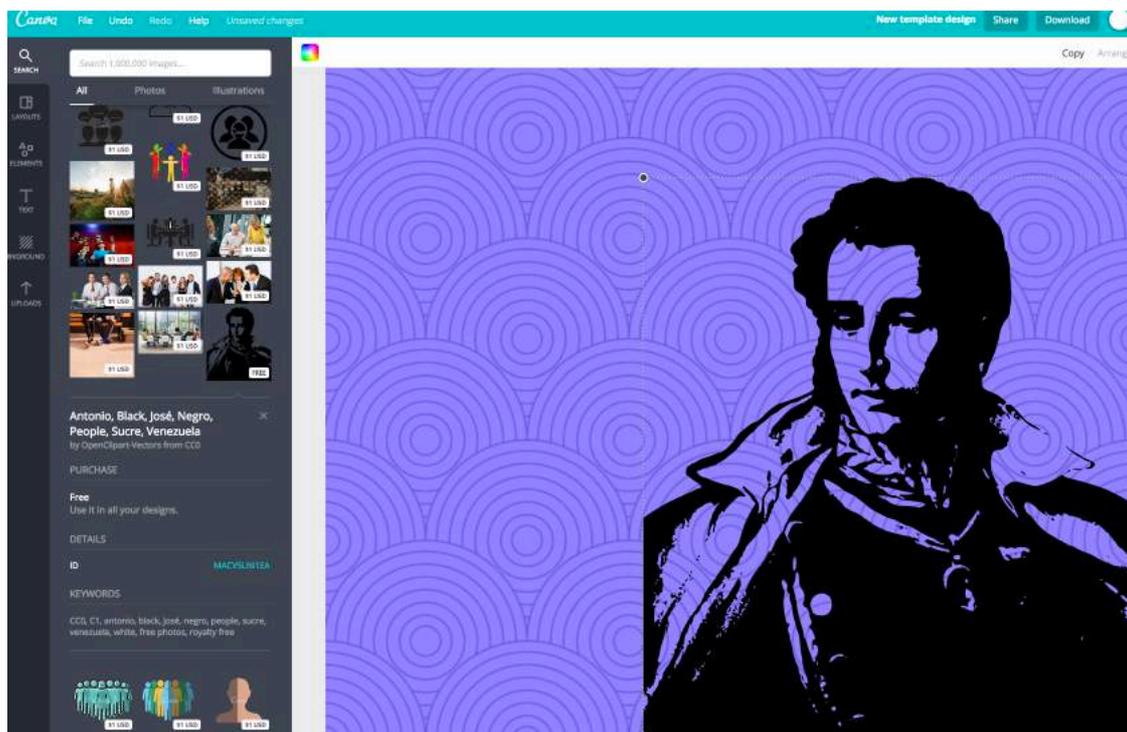
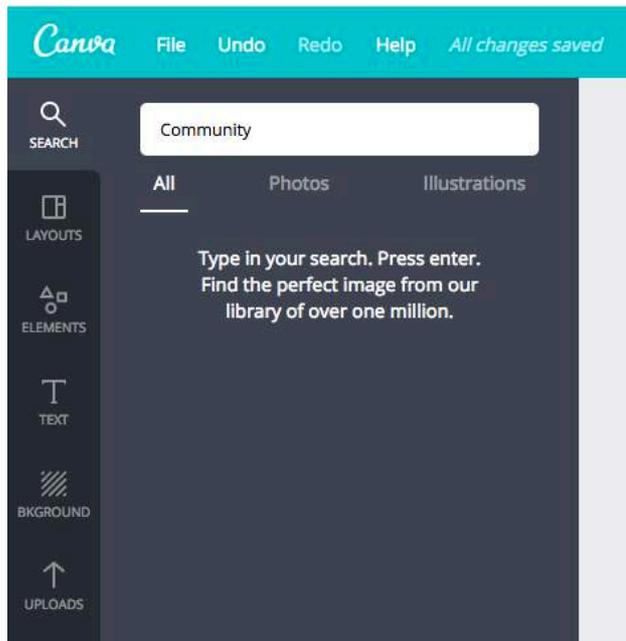
Here is an example.



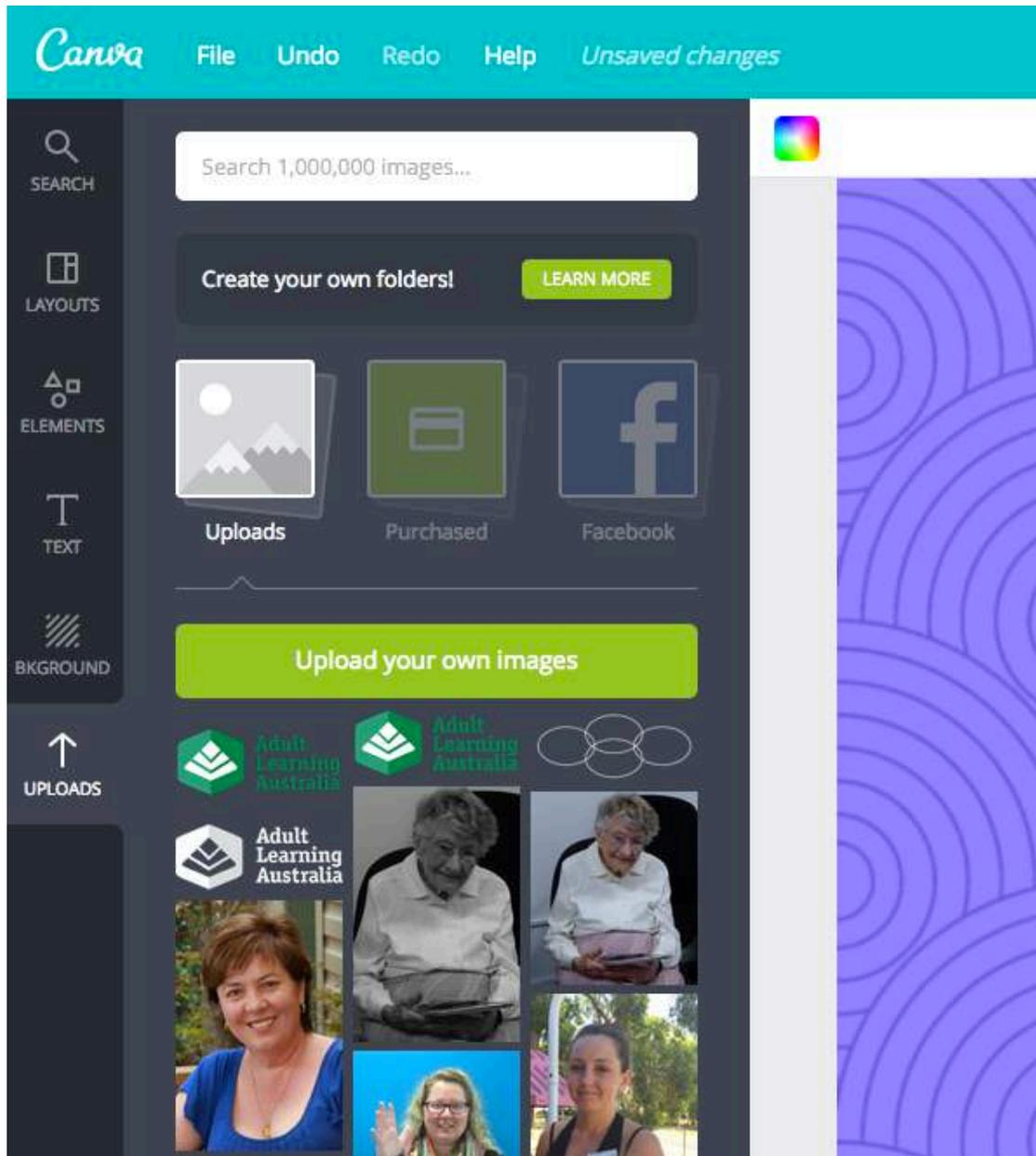
You can search by a keyword for an image to add to your design. But make sure you scroll down until you find a *free* image as this search bar also retrieves images that you need to pay for.



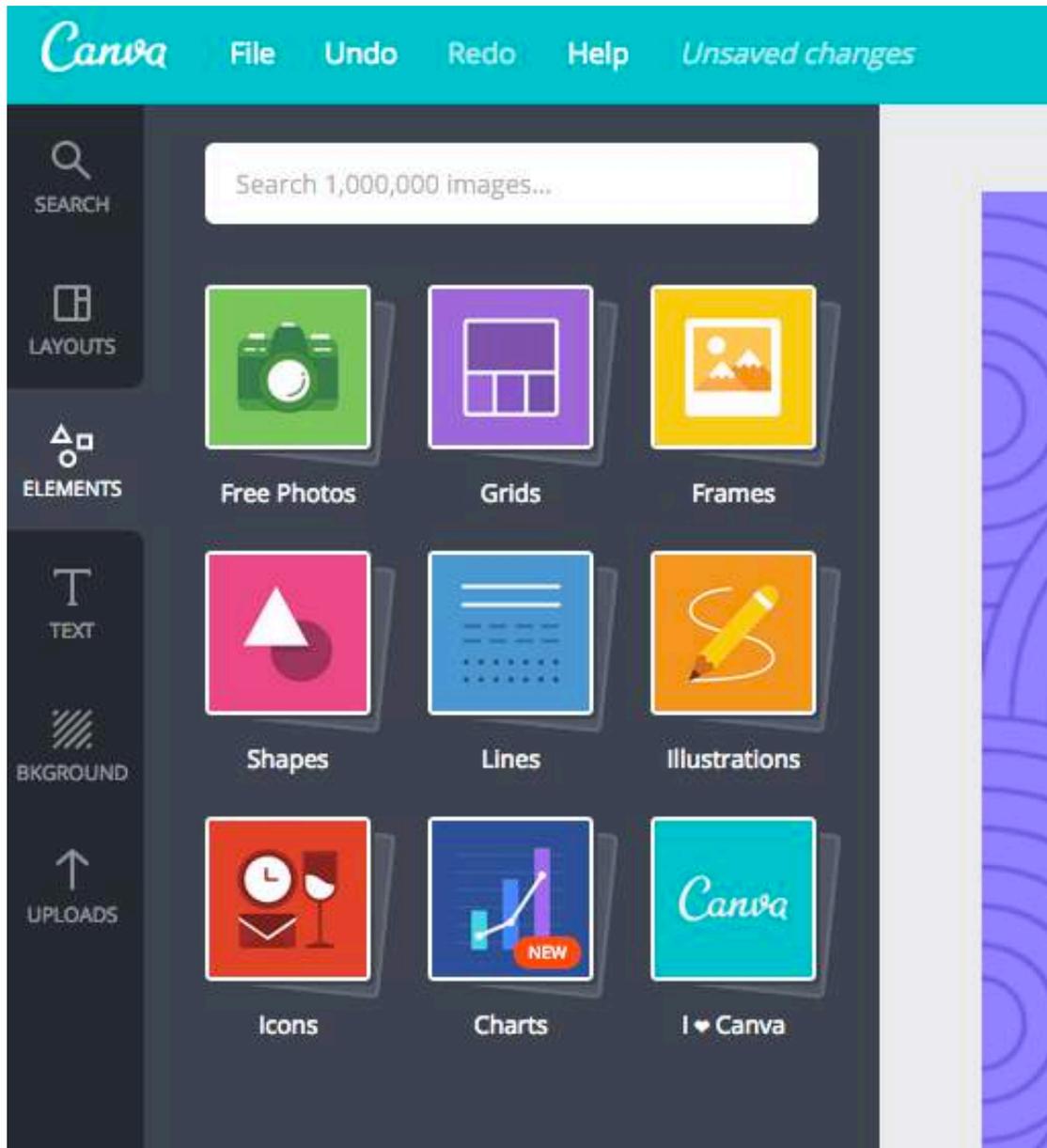
If you find one you like and it's free, click and drag it onto the page.



Alternatively, you can use the **Upload button** at the bottom of the left hand menu to upload your own image.



Whether you choose an image from the Canva library or upload it, you just need to select the image you like and it will snap nicely only the page. From there you can resize or move it into place.



There are plenty of other features you can add to your design.

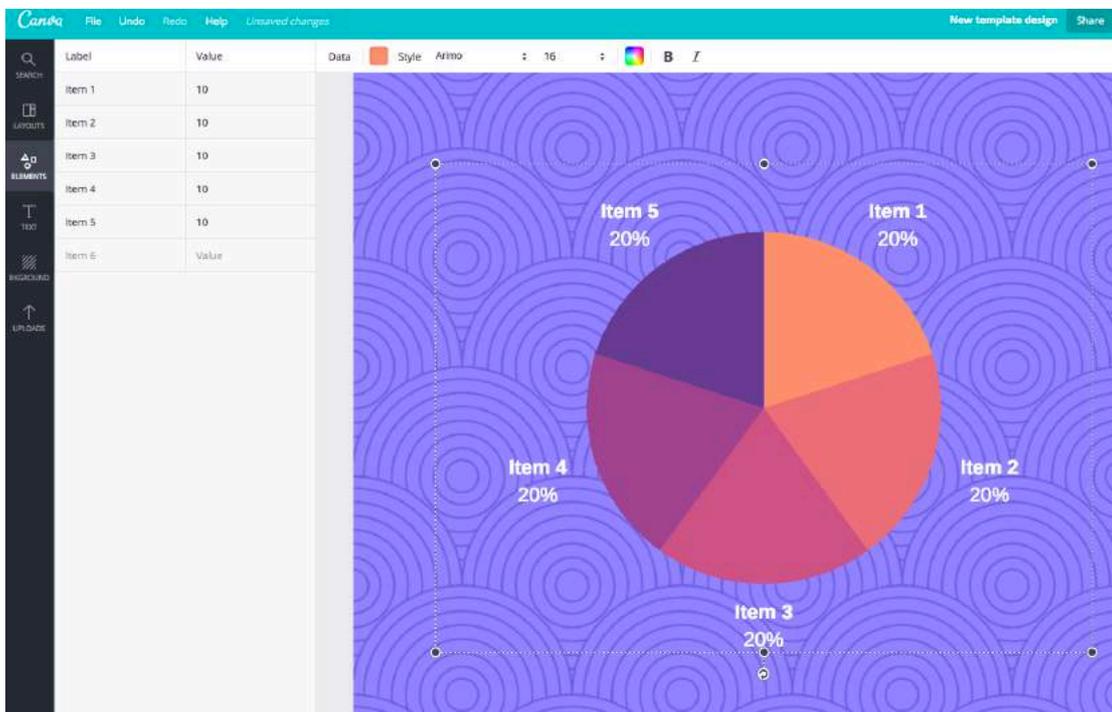
Choose **Elements** from the left hand menu.

From here you can choose from an assortment of options including adding shapes, lines, frames, and even charts which are editable and free.

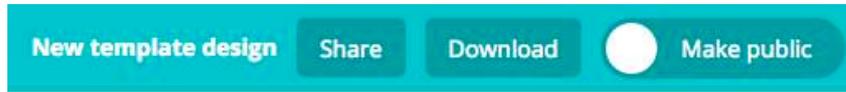
These include pie charts, bar charts, interlocking circles, pyramids and more.



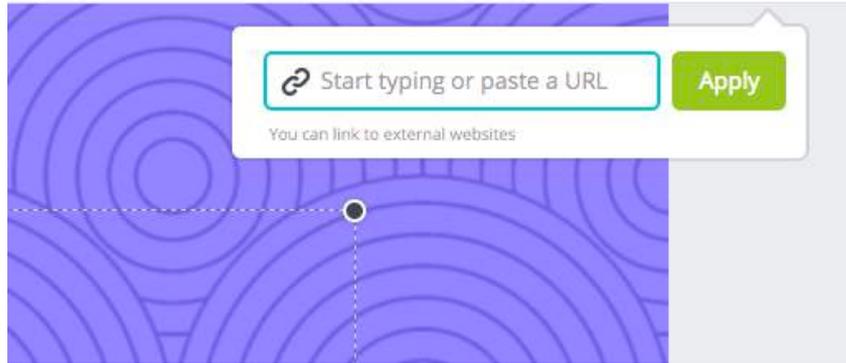
Once you choose a chart and drag it to your page, you just need to double click on the chart and populate it with the data you want to show.



Once you've finished your design, you can add a hyperlink to it. Choose the hyperlink button from the right hand menu.

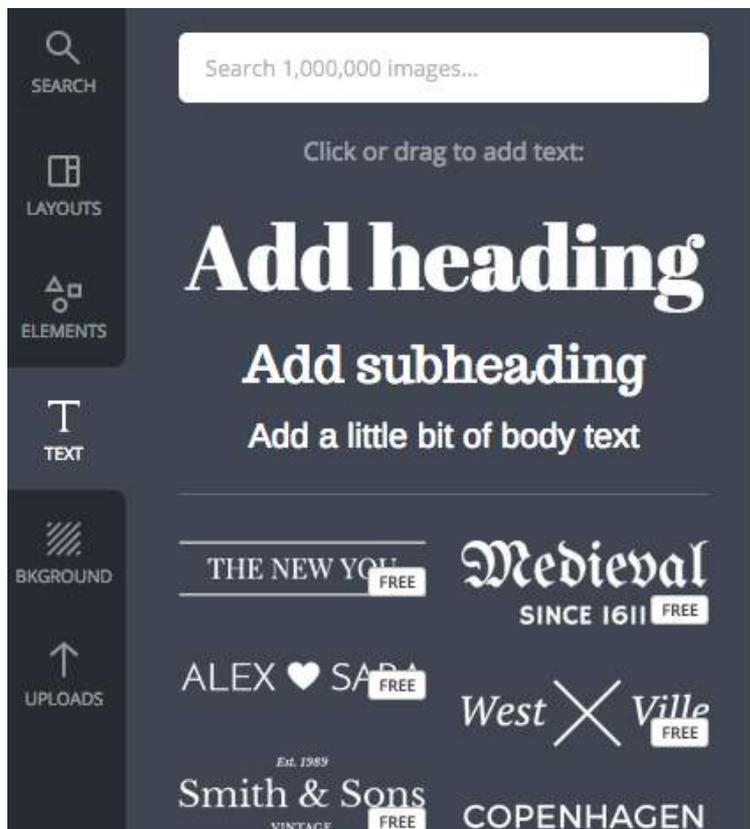


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Add your hyperlink to the graphics.

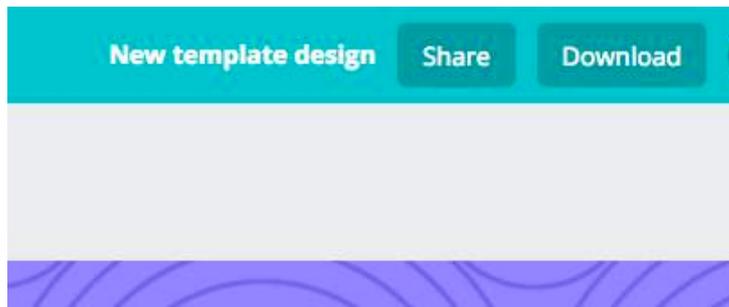
To add text to your graphic, choose **Text** from the left hand side menu. You will be presented with an array of font types and styles to choose from. Simply click the style you like and it will be added to the page.



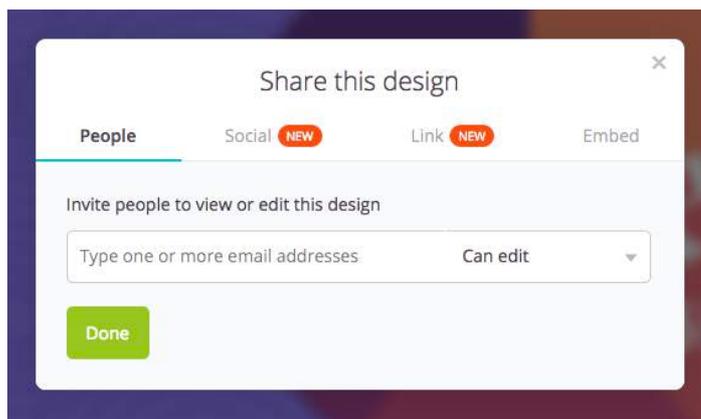
Once you've finished your design, remember to choose **Make public** from the top right corner.

Connecting to other social media

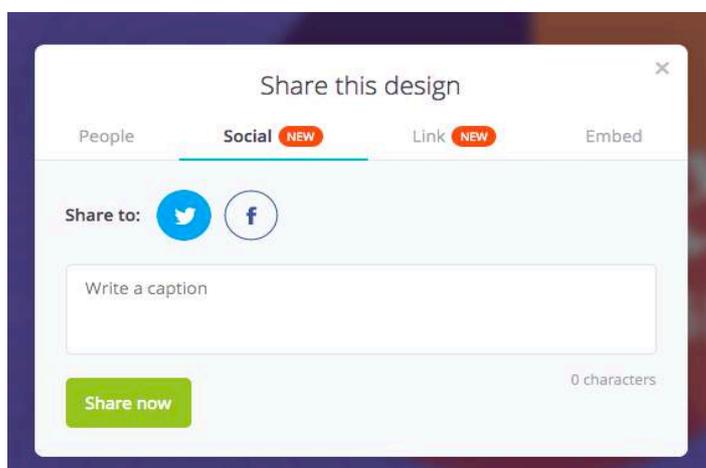
There are various ways you can share your design. Choose **Share** and you will be presented with various options.



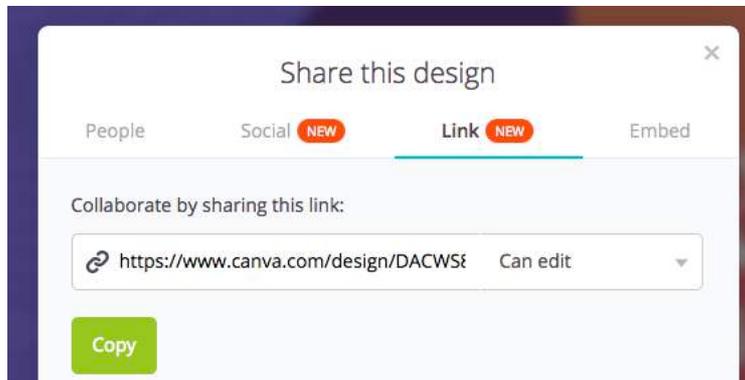
You can invite people via email to view or edit the design.



You can share your design on social media

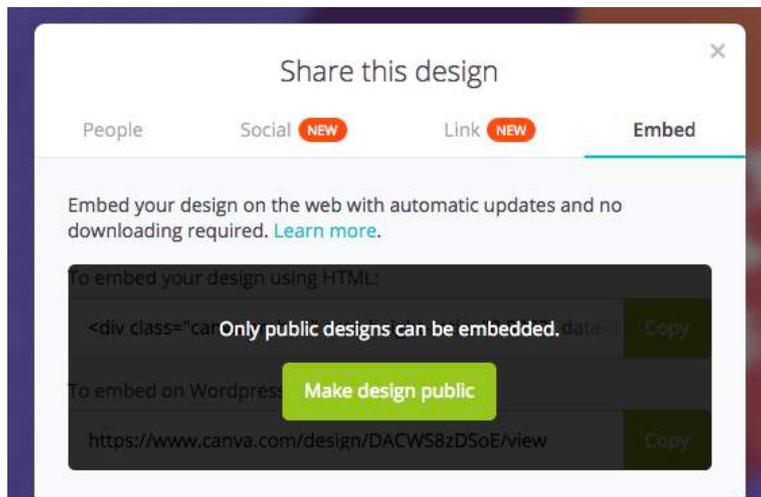


You can collaborate with others by sharing a link with them and giving them permission to edit.



You can embed your graphic into your website. This feature allows for automatic updates to your website so you can simply change the graphic in Canva and these changes will be replicated on your website.

Please note: you need to publish your design before it can be embedded.



Alternatively, you can choose **Download**, to download your artwork to your computer.

Need help?

Canva has a help centre that is available on desktop or mobile.
<https://support.canva.com/>.