

SOCIAL ADVOCACY POST

What you will need: A computer, Internet, a Canva.com account, and Instagram!

01

OPEN THE CANVA TEMPLATE FROM THE LINK OR QR CODE. CLICK FILE FROM THE STATUS BAR ABOVE THE EDITOR. CLICK MAKE A COPY. THE DUPLICATED DESIGN WILL OPEN IN A NEW TAB.

02

FILL IN THE TITLE PAGE (PAGE 1). FIGURE OUT A CAUSE/ISSUE THAT IS IMPORTANT TO YOU. FROM THAT, FIND A CREATIVE AND SUITABLE TITLE THAT FITS THE CAUSE/ISSUE. INSERT THE TITLE IN THE RESPECTIVE TEXT BOX. THEN, WRITE A SHORT AND CREATIVE HOOK PHRASE THAT FITS YOUR TITLE AND INSERT IT IN THE RESPECTIVE TEXT BOX.

03

FILL IN THE FACT PAGE (PAGE 2). RESEARCH A RELATED FACT TO YOUR ISSUE THAT YOU FEEL CAN HAVE AN AWE-PROVOKING IMPACT ON YOUR AUDIENCE. COPY AND PASTE THAT FACT IN THE RESPECTIVE TEXT BOX.

04

FILL IN THE ISSUE PAGE (PAGE 3). RESEARCH YOUR CAUSE/ISSUE A LITTLE BIT MORE. FOCUS ON GETTING A SOLID UNDERSTANDING OF WHAT THE ISSUE IS AND WHY IT MATTERS. WRITE SOME SHORT NOTES ON A SEPARATE DOCUMENT IF NEEDED. INSERT A SHORT 2-3 SENTENCE PARAGRAPH EXPLAINING THE “WHAT” AND “WHY” IN THE RESPECTIVE TEXT BOX.

05

FILL IN THE SOLUTION PAGE (PAGE 4). RESEARCH A SOLUTION TO THE PROBLEM. THINK ABOUT WHAT SMALL THINGS THAT EVERYONE CAN DO WILL MAKE A DIFFERENCE IN THIS PROBLEM. WRITE SOME SHORT NOTES ON A SEPARATE DOCUMENT IF NEEDED. INSERT A 1-2 SENTENCE PARAGRAPH EXPLAINING THIS SOLUTION IN THE RESPECTIVE TEXT BOX.

06

CLICK ON SHARE IN THE TOP RIGHT CORNER. CLICK DOWNLOAD AND MAKE SURE THE SIZE IS 1080 X 1080 PX AND ALL PAGES ARE SELECTED. CLICK DOWNLOAD AGAIN. THERE WILL BE MULTIPLE FILES WHICH YOU WILL THEN HAVE TO SEND TO A DEVICE THAT CAN ACCESS INSTAGRAM AND POST.



TEMPLATE
LINK