

marketing4ecps

WELCOME TO YOUR NEW SOCIAL MEDIA CONTENT LIBRARY



Welcome to the content library that was created for eye care practices by our social media experts. Using content from this library can make social media posting up to 10x easier—and 10x faster.

GETTING STARTED WITH CANVA



To access your new social media library through your Canva account, you need to be added to our team in Canva. As soon as this is done, you will get an email with the invite. Follow the instructions and log into your Canva account or create a new account. Once you are logged in, you should see Canva's home screen.

For more instructions on creating a Canva account or using an existing account, please see the FAQs on the [marketing resources website](#).

You're invited to Marketing4ECPs's Team

Hey there,

design8766 has invited you to join Marketing4ECPs's Team on Canva for Teams as a Member. Accept to start designing and collaborating together.

[Accept Invitation](#)

You're receiving this email because you have a Canva account. This email is not a marketing or promotional email. That is why this email does not contain an unsubscribe link. You will receive this email even if you have unsubscribed from Canva's marketing emails.

Shared with you

Shared with you ▾

Category ▾

Date modified ▾

All

Folders

Designs

Brand Templates



Brand Templates
0 designs



Organic Social Me...
4 3 Items • View o

▼ Folders



November 2023
85 items • View only



October 2023 Posts
82 items • View only



OSM | Content Lib...
7 items • View only

To find your new social media assets, navigate to the **Shared with you** section and open the folder we've shared. Here, you will find content that was created for the current month, as well as a folder with evergreen content (OSM Content Library) containing posts that can be used any time of year.

When you open the evergreen folder, you should find our main content pillars, like **Eye Care Tips** and **Eyewear & Contact Lenses**. These separate pillars can make it easier to find the type of content you want to post. Feel free to explore them and test out your customization features. You will find formats like single graphic posts, reels, carousels, and stories.

You can also search for formats and keywords using the search bar at the top of the screen.

To use a template, you simply need to open it and click **Use Template**. A copy will be automatically created under your Canva account. This will not alter the original template, and no one else will be able to see your new designs.

429-Eyewear&ContactLenses-FallinLove-Square-Library
Instagram Post 1080 px x 1080 px

By Marketing4ECPs
On Oct 5, 2023

Use this template

Open original

Share template

<https://www.canva.com/design/DAFwc001Yk8/> Copy

Wondering where you can find the caption for each post? It's sitting under **Notes**, ready for you to use or edit as you see fit.

Page 1 - Add page title

Animate Position

Fall in love with our autumn-inspired eyewear.

From cozy neutrals to bold statement pieces, we have the perfect eyewear lineup to elevate your autumn look.

Don't miss out on these must-have accessories! Shop now and step into the season with confidence.

257/5000

Notes Duration

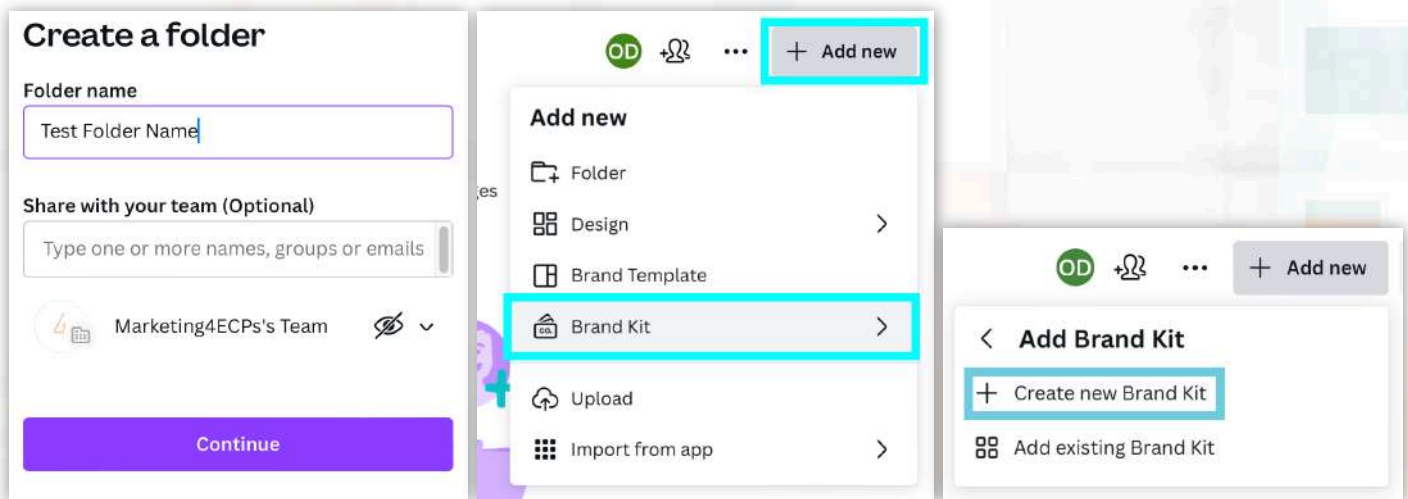
Page 1 / 1

ADDING YOUR BRAND



To be able to match all your new social media assets to your branding easily, you need to set up a Brand Kit. **Follow these steps to get started:**

1. Create a folder where you would like to save all your social media designs.
2. Click **Add New**, select **Brand Kit**, and click **Create New Brand Kit**.



The first thing you should do is upload your logo. Then, you can add your brand colours to make sure your social media posts look cohesive with your website and branding.

We recommend setting up a few brighter accent colours and then adding some neutral tones of grey or white that look good against the bright colours you've chosen (see example below). Finish setting up your brand kit by selecting fonts that match your branding the best.

You can also upload photos of your office and team so you can easily add them to your designs for extra customization.

Now that you have your Brand Kit set up, you can start customizing your social media content from your new library with a few simple clicks.



CREATING YOUR FIRST POST

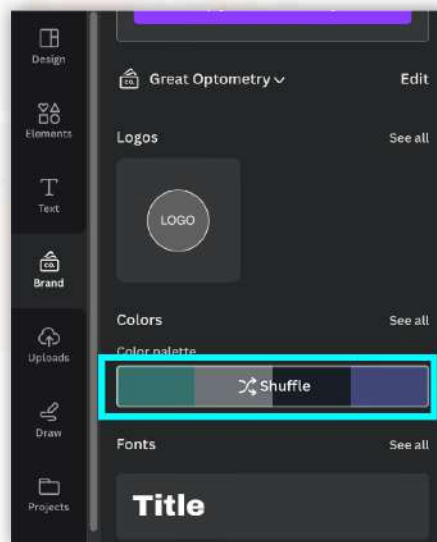
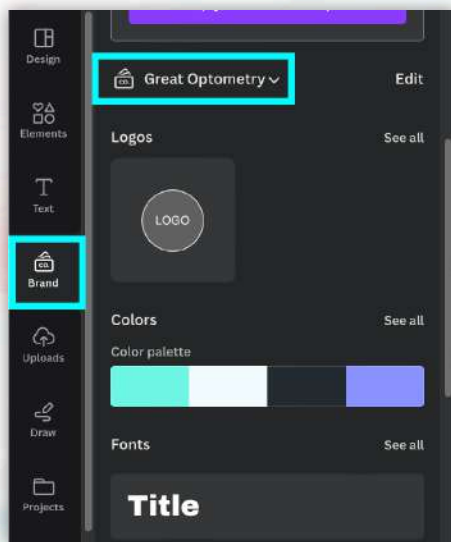


You can begin by customizing a graphic template.

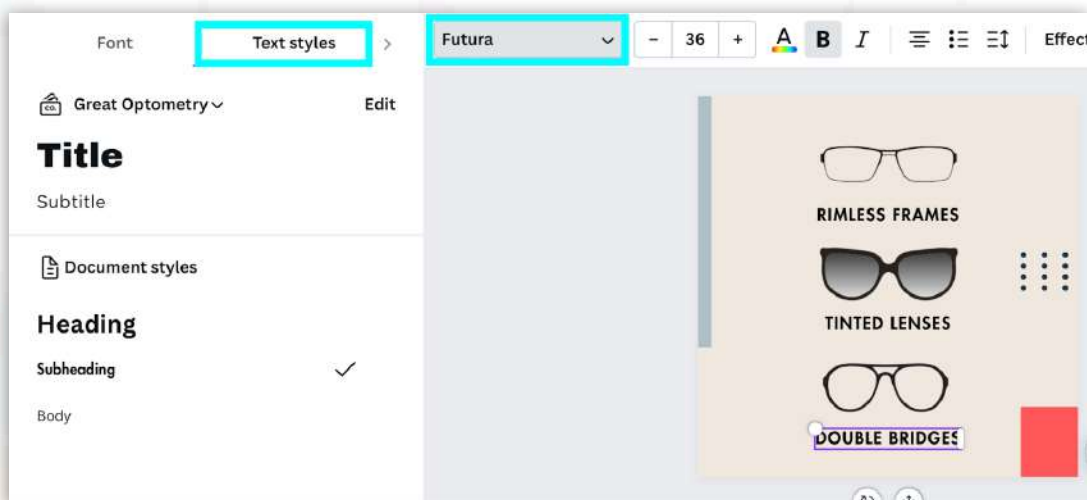
All you need to do is find the template in the library, click **Use Template**, and go to the **Brand** tab. Make sure your Brand Kit is open, and if it's not, click the dropdown menu to find your Brand Kit.

Now, for the fun part:

Click the **Shuffle** button to see different colour options for your design. Keep clicking until you're happy with the look. If you want to manually change the colour of any element, just click that colour box to find all your brand colours.



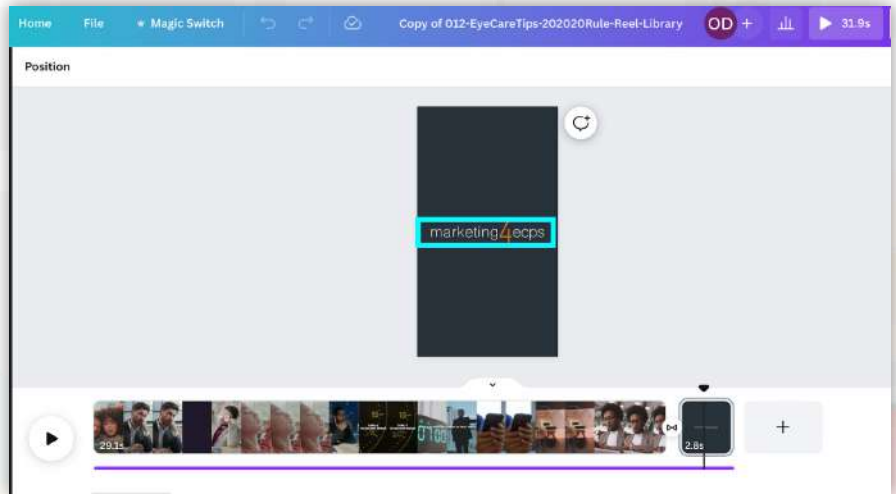
To customize fonts, click on the preset font, go to **Text Styles**, and pick one of the fonts that match your branding.



If you want to add your logo, just drag and drop it into the design. And, if you have uploaded a photo of your office that you want to include in the design, you can find and add it the same way.

Customizing videos is easy, too! You just need to use a template with the video you want to post.

Go to the very end of the video, and you'll see a placeholder logo that you can replace with a logo from your practice by dragging and dropping your logo from the Brand Kit you set up earlier.



DOWNLOADING & POSTING YOUR NEW CONTENT



After you've edited a template, you can download it and get ready to post your new social media content.

For static graphic posts, we recommend downloading your content as a **PNG** file. And for videos, you should choose the **MP4** file type.

Now, you can open Facebook, Instagram, or any posting software you use, upload the image or video, and add your caption by copying it from the **Notes** section in Canva.

We also recommend adding a link to your website in the caption for Facebook posts. For Instagram posts, it's a good idea to add some relevant hashtags.

