



**PREREQUISITE:** if you want to create as we go sign up for a free Canva account: <https://www.canva.com/>

**BEFORE CLASS:** to get the most from the time you investment; **Plan your SM post**, just spend a few minutes, keep it simple and easy to execute.

### SAMPLE PLAN OUTLINE:

Think of creating this as the first post of a series to simplify your marketing.

#### 1 What do you want your post to do:

Sell a product, promote an event, share information

#### 2 Collect the photos you will need:

2-3 images, jpg, less than 1M

TIPS: - Note where photos are located on your computer so you can easily find and upload them during class.  
- Consider portrait vs landscape and where the subject is in the photo (photos can be cropped in Canva)

#### 3 Prepare any text/ info about the photos:

Product names, prices, dates, locations, etc.

#### 4 Consider the colors and visual style:

Your business branding, the specific product, event, etc



Get more info & see examples at:

<https://kjsmallbiz.com/canva-sm-graphics/>

or

[Click Here](#) (if your viewing this in the original pdf)