

WEBINAR AGENDA **draft**

“Improve your design skills and enhance your social media presence using Canva”

10.00 - 12.00, Tuesday 11 June 2024, hosted on Zoom

Description

You don't need to be a graphic designer or have specialist software to create engaging social graphics!

This practical session will introduce you to the free creative design software Canva. It will demonstrate the ready-made templates you can use and show how you can easily update these using your own brand assets (logo, brand colours, fonts and imagery) to create engaging and on-brand social posts.

Our panellists will share insights and practical examples that highlight tips and tricks, as well as core branding and design principles.

This is also an opportunity to meet our corporate partners, Team BA, and learn more about the fantastic pro bono support they can offer our members.

This webinar is free for Community Rail Network members, corporate and industry partners, government and third sector partners.

Learning outcomes

- Discover **how easy it is to use Canva**, the templates it offers and the different ways you can use it to elevate your social media presence
- Understand the **importance of consistent branding** and learn how to apply your brand assets (logos, brand colours, imagery etc) to Canva templates
- Understand the **importance of design** and how great design can help to capture your audience's attention and **amplify important messages**
- **Leave the session with a ready-to-use graphic** which you can post on your social media platforms
- Increased **confidence to use Canva** in your everyday role

Programme

09:55 – 10:00 **Webinar opens**

Please allow plenty of time to connect via Zoom and check your set-up (*you will see a holding screen until the session starts at 10:00*)

10:00 – 10:05 **Welcome and introductions**

Hazel Lavery (Events & Fundraising Manager), Community Rail Network

- Housekeeping
- Introduction to the session and panellists

10:05 – 10:45 **“Introduction to design and Canva” (40 mins)**

Libby Dale (*Graphic Designer*), *Team BA*

- The core principles of design and why they are important for social media
- What is Canva?
- Case study and why it worked

10:45 – 10:55 **Tea/coffee break (10 mins)**

10:55 – 11:25 **Breakout session (30 mins)**

Opportunity to have a go at designing a graphic on-the-spot using Canva

11:25 – 11:55 **Q&A and “Show & tell” (30 mins)**

Final Q&A with panellists and opportunity for participants to share what they created in the breakouts

11:55 - 12:00 **Summary & close**

Hazel Lavery