

Low-Income Household Water Assistance Program

Grantee Social Media Kit – Canva Instructions

This guide was created to support grantees of the Low-Income Household Water Assistance Program (LIHWAP) with clear instructions on how to create social media images and other content to promote the LIHWAP program. These instructions provide a step-by-step process for creating an image using Canva.

What is Canva?

Canva is a free graphic design platform that enables anyone to create social media graphics, flyers, one-pagers, and more—all directly from your web browser. The drag and drop interface makes customizing thousands of Canva templates simple and easy.

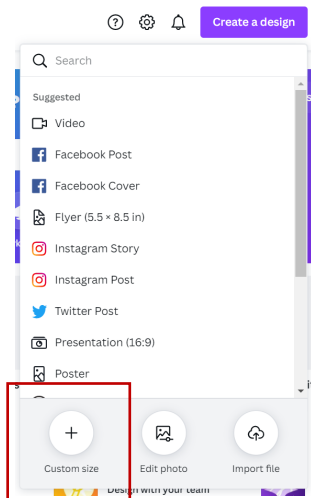
Canva also offers Canva Pro, a paid service that enables unlimited use of its library of images, graphics, templates, audio, and more. Canva offers free Canva Pro accounts to public health organizations and government entities assisting with public health. To request a free Canva Pro account, [click here](#).

How to Create Images Using Canva

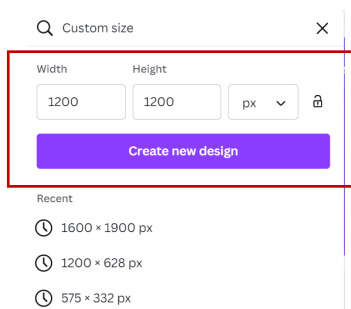
1. Once logged into Canva, click “Create a design” in the upper right corner.



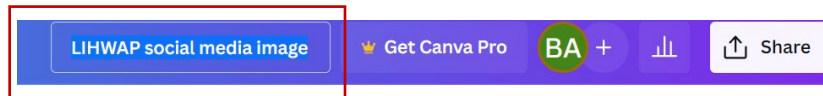
2. Select Custom Size at the bottom of the drop-down menu.



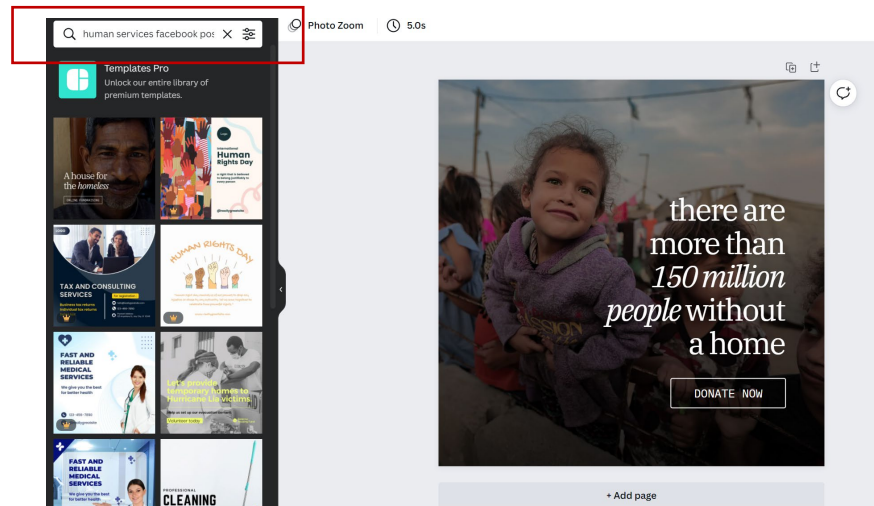
3. In the custom-size option, insert a Width of 1200 and Height of 1200 px (pixels). Then click, “Create new design.”



4. Give your project a name by clicking on the name in the top menu bar.



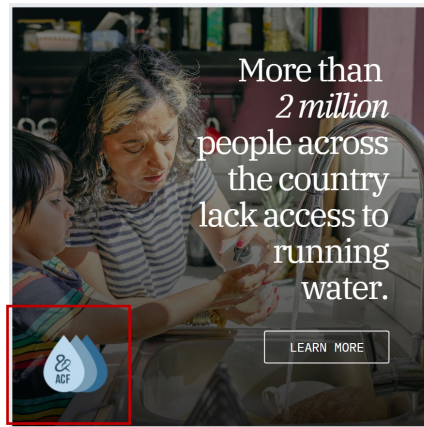
5. Click on Templates in the left menu bar, and type in the search field: "social media post."
6. Select from dozens of free templates. Once you've made your selection, customize it with your messaging and logo. Note: the template below can be found by searching: "human services facebook post."



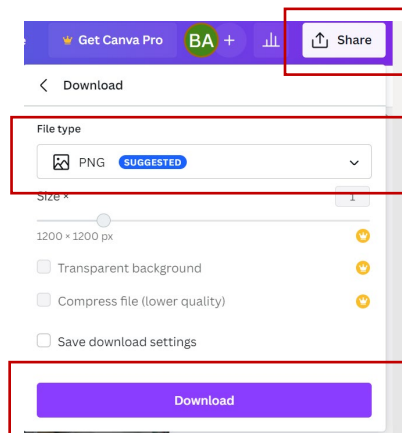
- a. **Customize the image:** Use the free license images provided in the grantee social media kit and upload them to Canva by clicking Uploads in the left menu bar. Once uploaded, select an image and drag it to the upper left corner of the image template. It will automatically replace the stock image in the template.
- b. **Customize the text:** Double click on the text to edit it. You can also change the font, size, alignment, etc., in the top menu bar.



- c. **Add your logo:** Use the LIHWAP logo and/or your own logo to a corner of the image.



- d. **Export your design:** In the right corner, click "Share." From the dropdown menu, select "Download." From the Download dropdown menu, select ".png" or ".jpeg," then click "Download."



- e. **Use your design:** The image will save in the Downloads folder on your computer. Upload it to your social media platform(s) with text copy that promotes signups on your LIHWAP webpage.