Creating Social Media Posts Using Canva

Department: Marketing | Tool: Canva.com

PURPOSE

This SOP outlines how to use Canva to create professional, brand-consistent social media graphics for platforms like Instagram, Facebook, LinkedIn, and Stories. It includes best practices for using templates, customizing them to your brand, and exporting content ready for scheduling or posting.

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1. GETTING STARTED WITH CANVA

a. Create or Log In to Your Canva Account

- Go to www.canva.com
- Sign in with your work email address.
- If applicable, request access to the *C21 Heritage Group Shared Brand Kit or Templates Folder* from the Marketing Department.

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2. SETTING UP BRANDING (One-Time Setup)

a. Access the Brand Kit

- In the left-hand menu, click **“Brand”** (Pro accounts only).
- Upload your:
- **Logo(s)**
- **Brand colours** (Hex codes like #F5C518 for Century 21 Gold)
- **Fonts** (Main heading, subheading, and body)

b. Confirm Your Brand Kit Matches the C21 Heritage Group Standards

• If unsure, contact the marketing team to confirm branding specs and correct colours/fonts.

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3. CHOOSING A TEMPLATE

a. Search for Templates

- Use the search bar: “Real Estate Instagram Post,” “Open House Flyer,” or “Facebook Listing Ad.”
- Filter by post type: Instagram, Story, Facebook, LinkedIn.

b. Use Branded Templates (Preferred)

- Access your team or brokerage’s shared template folder if available.
- Select a relevant template based on the purpose (e.g., Just Listed, Client Testimonial, Market Update).

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4. CUSTOMIZING THE TEMPLATE

a. Replace Placeholder Content

- Swap out all stock photos for actual listing images, agent headshots, or relevant branding photos.
- Replace all placeholder text with correct listing info or captions.

b. Apply Your Branding

- Confirm fonts and colours match your **Brand Kit**.
- Add your logo in a consistent corner or placement.
- Use brand-approved icons or elements (avoid clutter or non-brand visuals).

c. Maintain Visual Hierarchy

- Highlight the most important information first (price, call-to-action, date/time).
- Use no more than 2 fonts and 2–3 colours per post.

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5. EXPORTING YOUR DESIGN

a. Select the Correct Format

- Click **“Share” → “Download”**
- Use:
- **PNG** for most social media posts
- **JPG** if smaller file size is needed
- **PDF** if you’re creating flyers or printable materials

b. Name Your File Clearly

• Example: JustListed_123MainSt_Apr2025.png

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6. POSTING OR SCHEDULING

a. Download and Upload

• Upload to platforms like Instagram, Facebook, or LinkedIn manually OR...

b. Use Canva's Content Planner

- Click **"Apps" → "Content Planner"**
- Choose a date and connect your social account to schedule posts directly from Canva.

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7. TIPS & BEST PRACTICES

- **Stay Consistent**: Use templates from the same series when running campaigns or posting regularly.
- **Use Clear Calls to Action**: (e.g., "Book a Showing," "Contact Me," "Learn More").
- **Mobile First**: Design assuming most people will view your post on their phones.
- **Save Templates**: Once you customize a design to match your brand, **save it to your folder** for re-use.

*Content can be used in Back at You Media if you are using their platform to automate posts.

NEED SUPPORT?

If you need help setting up your brand kit, accessing shared templates, or troubleshooting Canva, contact the **Marketing Department** or ask to be added to the shared workspace.

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