INSTAGRAM POST BUNDLE

Instructions Guide

CANVA LINKS & EDITING GUIDE

DOWNLOAD LINKS TO INSTAGRAM ENGAGEMENT TEMPLATES

Instagram Post Templates

1080x1080px

Need the Instagram templates in 1080x1350px format instead? Grab the links from the next page!

04. MOODBOARDS & QUOTES TEMPLATE LINK

This includes brand moodboards, as well as inspirational and share-worthy quote templates to motivate your audience to take action

CLICK HERE TO DOWNLOAD THE TEMPLATES

01. NOTIFICATION AND REMINDER TEMPLATE LINK

This includes iPhone notification, reminder and message style posts that are share-worthy and often go viral on Instagram

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05. GIFS & MEMES, GAMES & CHALLENGE TEMPLATES

This includes viral "Entertain" pillar content such as GIFs & memes, as well as "games + challenges" templates to boost engagement

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02. CHECKLIST + STEP-BY-STEP TEMPLATE LINK

Includes checklist, step-by-step process and resources + tools graphics to educate your audience with valuable tips

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06. TESTIMONIAL + THANK YOU TEMPLATE LINK

Includes social proof, review + testimonial style templates, as well as thank you endscreen templates to encourage follower engagement

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03. GRAPHS, CHARTS + DIAGRAMS TEMPLATE LINK

This includes graphs, charts + diagrams to help you support your claims so you can show up as the go-to expert in your niche

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07. CTA + DIGITAL PRODUCT MOCKUPS TEMPLATE LINK

Includes CTA + product promotion templates, as well as high-quality tech mockups to showcase your amazing lead magnet or offer

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Instagram Post Content Tips

BIG PICTURE STRATEGY

Feeling helpless when it comes to Instagram? I understand your struggle... and I'm not just saying that to be polite. Despite the fact that I've designed <u>thousands</u> of templates for online business owners over the past few years, I didn't put any thought into my own content strategy up until this year!

So in case you're struggling like I was, I've included a few of my best Instagram content tips & ideas to help get you started.

CONTENT CATEGORIES

While it's easy to get carried away with doing #allthethings, your content should generally fall into 4 categories/buckets/pillars:

- <u>VIRAL</u>: the overall goal with these posts is brand awareness + new followers/reach; this could be an educational, inspirational or entertaining post. The point is: it needs to be shareable & your audience needs to find it relatable.

Instagram Post Content Tips

BIG PICTURE STRATEGY CONT

- EDUCATION: the overall goal with these posts is to build authority + credibility so your followers know you as the trusted expert within your niche; your posts should provide value to your audience, and this can be accomplished by offering tips & tricks, busting myths in your niche, and providing "quick wins" all throughout.

- INSPIRATIONAL + STORY DRIVEN: the overall goal here is to connect with your audience on a more personal level; use photos of yourself, show them you're a a real human, and be vulnerable about your own struggles so they don't feel like they're alone in the journey.

- PROMOTION: the overall goal here is pretty self explanatory... to make that sale! Create social proof graphics that showcase your raving reviews and testimonials. Tell them about the results you've gotten for past clients/customers.

Instagram Post <u>Topic Ideas</u> 01

CONTENT & TOPIC IDEAS FOR POSTS

Below, I've included a list of Instagram post topic ideas to help get you started (i.e. Step by Step and How-to), along with a few examples that are more specific/targeted:

- Step by Step Process
- Educate audience/ How-to Tutorials
- Share a Hack or "Industry Secret"
- Behind the Scenes Content
- How the Product is Made
- Do's & Dont's
- Bust a Myth
- Address a Customer/Client Objection
- Lifestyle Content (ideally related to your product/service in one way or another)
- Post a Testimonial/Case Study
- Share a Buyer's Before & After Results
- Answer a Frequently Asked Question

Instagram Post <u>Topic Ideas</u> 02

CONTENT & TOPIC IDEAS FOR POSTS

Post topic ideas & brainstorming continued:

- Most Valuable Lesson Learned in [year]
- Introductions (i.e. Re-introduce Yourself or Introduce a Team Member)
- Bust 5 Myths holding [your customer/client] back from Investing in [your offer]
- Stop-the-scroll with a topic that's somewhat controversial in your industry (i.e. "Stop Blaming The Algorithm" or "Followers and Vanity Metrics do NOT equal Revenue")
- 5 Part Series related to your offer (i.e. Keto Diet Myths Part 1)
- Best Tools & Resources Post (i.e. 5 Best Tools & Subscriptions for Online Course Creators)
- Decoding the (thing your audience struggles with the most)

CANVA PRO FEATURES & TIPS

INTRODUCTION TO CANVA PRO & IS IT WORTH IT TO UPGRADE?

Yes, yes & yes! Canva Pro is without a doubt worth every penny and more. Here's a few of my favorite time-saving features included in the plan:

- Unlimited folders for your design templates
- Unlimited storage for photos & design assets
- Resize any of your current design templates into custom dimensions
- Upload your own images, assets & custom brand fonts
- Premium access to over 400,000 free images, design assets & templates
- Set custom color palettes, fonts, logos & graphics using the new Brand Kit feature
- Organize your photos, templates & graphics with folders
- Find your designs with search for quick access to any file
- Download designs with transparent background
- Export designs as animated GIFs or videos

CANVA PRO FEATURES & TIPS

SET UP CANVA BRAND KIT FOR QUICK ACCESS TO COLOR PALETTE, LOGOS & CUSTOM FONTS

The newly launched Brand Kit allows you to keep your brand assets & guidelines up-to-date and on-deck, all in one centralized location.

You'll be able to upload custom fonts, color palettes, logos & design assets to the Brand Kit, empowering you to stay consistent with your graphics at all times (even if you're outsourcing to a designer!).

Here's a few of the most helpful features:

Upload Your Brand Font:

If you can't find your font in the Canva Pro library, you can easily upload your own and add it to your Brand Kit. If you need help uploading custom fonts, feel free to check out this quick blog post and you'll be good to go!

### Related: How to Upload Fonts to Canva Quickly & Easily

CANVA PRO FEATURES & TIPS

Set Your Brand's Color Palette:

Tired of searching through your notes to find those pesky hex codes? I feel your pain! Head on over to the Canva Brand Kit to store your color swatches so you can easily access them for any and every design project!

Add Your Brand Logo For Easy Access

As long as you're on the Canva Pro plan, you'll be able to easily store your brand logo(s) in the kit for easy access. No need to upload your logo every time you need it! Simply upload it once in the brand kit and access it anytime for any design project.
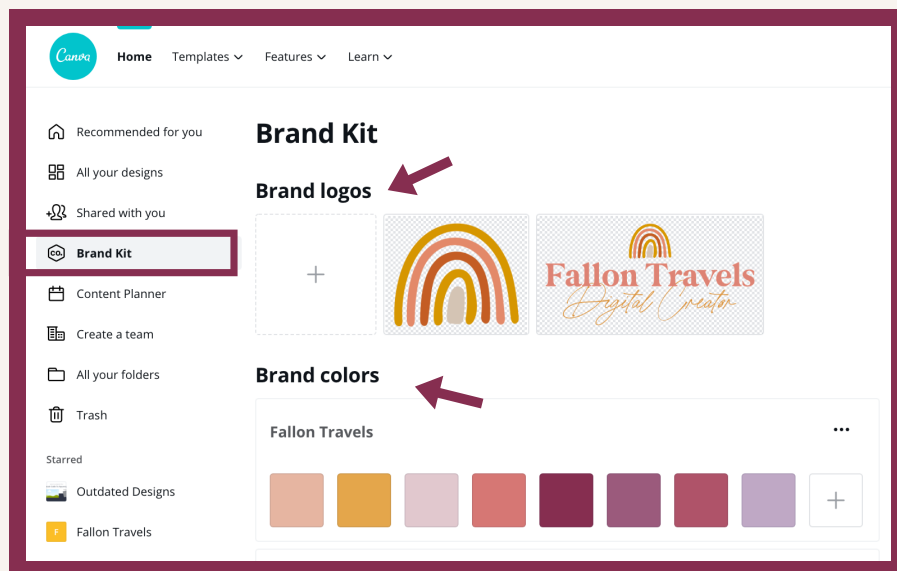
CANVA PRO FEATURES & TIPS

USE CANVA MAGIC RESIZE TO REPURPOSE CONTENT FOR MULTIPLE PLATFORMS

With the Canva Pro 'Magic Resize' feature, you can choose any of your design graphics and resize it in its current format to fit multiple, pre-set formats.

This means that you'll never have to spend hours scouring the internet for up-to-date social media sizes ever again!

It also means that you can select, say, one of your Instagram Story templates and resize it for an Instagram Post, Pinterest Pin & Facebook Post all in one go! Just follow these simple tips to use Magic Resize:

- Choose any design that you'd like to resize
- Go to your toolbar and choose "Resize"
- Check off any of the formats you'd like to create a copy of/repurpose for different platforms
- Select "Copy & Resize" and your new templates will open in separate browser windows.

Note: you can also resize the graphics in its current format to fit any custom dimension you need! Just choose "Custom Dimensions" when resizing your graphic.

Working with Text in Canva

LETTER SPACING

One way to make sure your typography is looking nice and clean is by using letter spacing to fill in any dead space in your layout (However, you'll want to make sure you don't take this too far — your audience needs to be able to read what your text actually says!).

01 To add letter spacing to any of your text paragraphs, first select/highlight the text

02 Click the "Spacing" icon that's located in the top of your toolbar

03 Test out different style variations using the sliders

04 For example, try Increasing "Letter" to add more spacing in between the letters

05 Adjust the "Line Height" if your want to add spacing in between your text lines

But if you add in a little letter spacing, it suddenly looks like a completely different typeface!

To add letter spacing, select and highlight your text, click "spacing" at the top, then test out different style variations using the sliders.

Canva TOP TIPS FOR USING CANVA

WORKING WITH TEXT IN CANVA

Aligning your text and elements in Canva

- Click and drag your cursor over the element you want to align
- Select "Position" in the toolbar at the top
- Choose an alignment style under the "Align to page" section - for example, if you would like to align your text to the center of the page, choose, "Center"


Click and drag your cursor over the element you want to align. Select "Position". Choose an alignment style under "Align to page" - for example, if you would like to align your text to the center of the page, choose "Center".
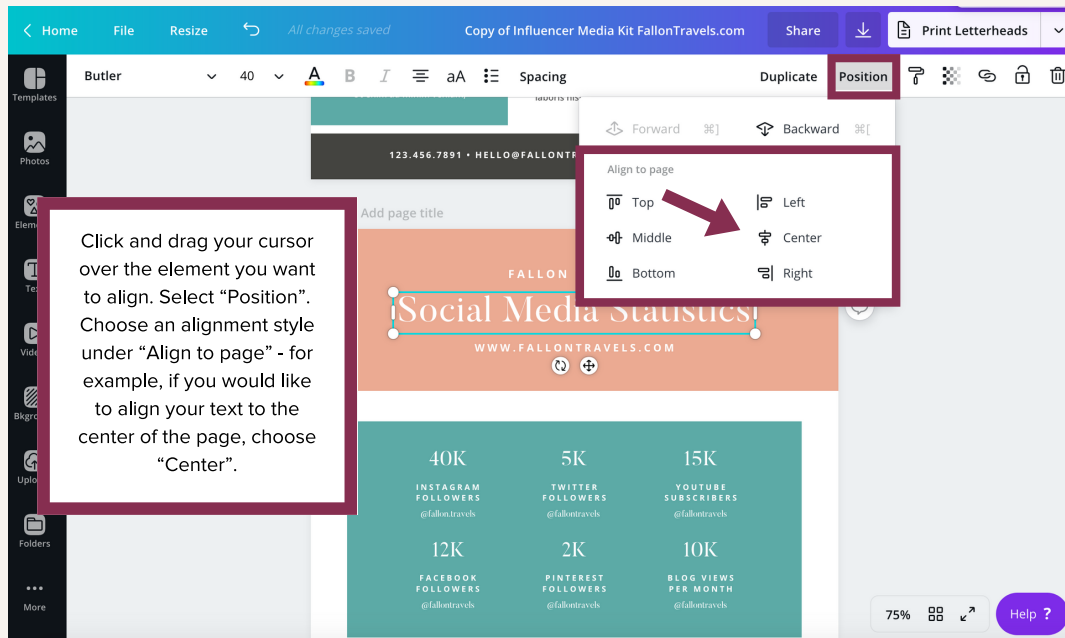
WORKING WITH COLOR IN CANVA

Change text color

- Select any text that you'd like to change the color of
- Open up the color selector box at the top and choose your brand color.
- Select the + to add a new color or type in the HEX code (i.e. #ffffff) - once chosen, the color will be applied to your typeface
- Note: If you've upgraded to Canva for Work, you can add your brand colors as a color palette to choose from easily while you design


Select & highlight the text that you'd like to change the color of. Open up the color selector box at the top and choose your brand color.
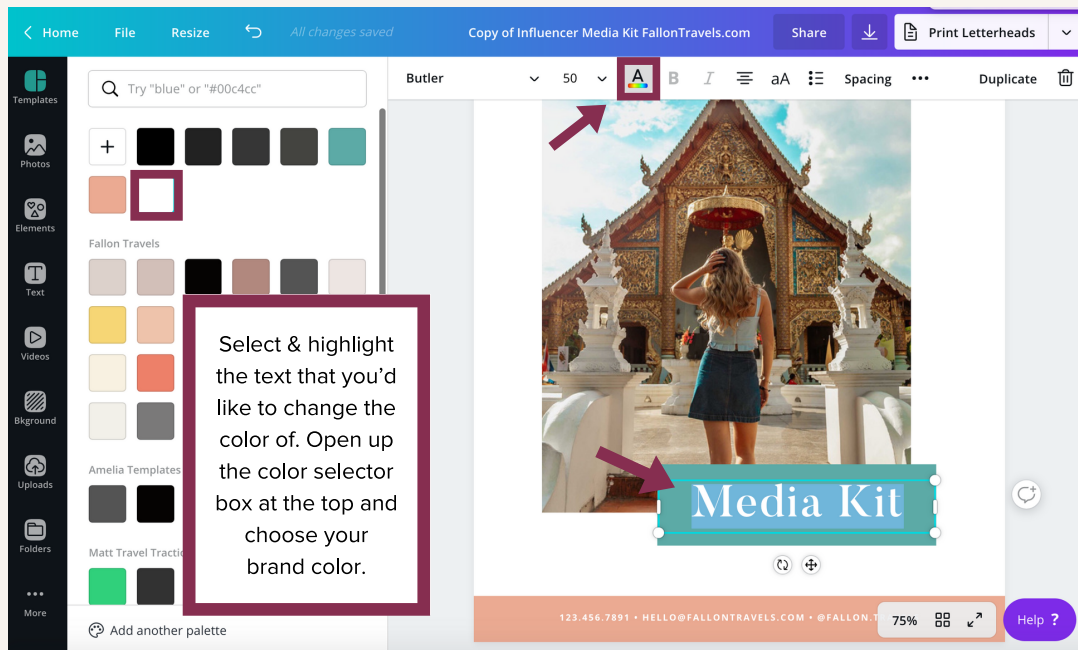
Canva TOP TIPS FOR USING CANVA

WORKING WITH COLOR IN CANVA

Change shape color

- Select any shape element that you'd like to change the color of
- Open up the color selector box in the top left-hand corner and choose your brand color
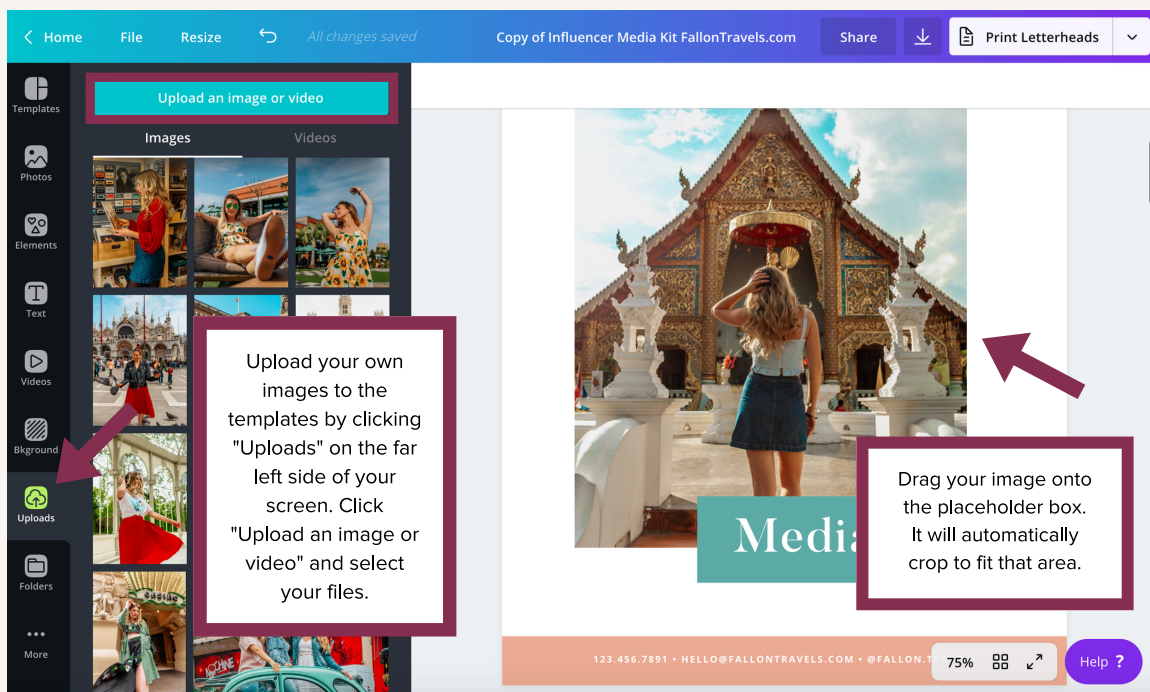

Select the shape that you'd like to change the color of. Open up the color selector box in the top left-hand corner and choose your brand color.
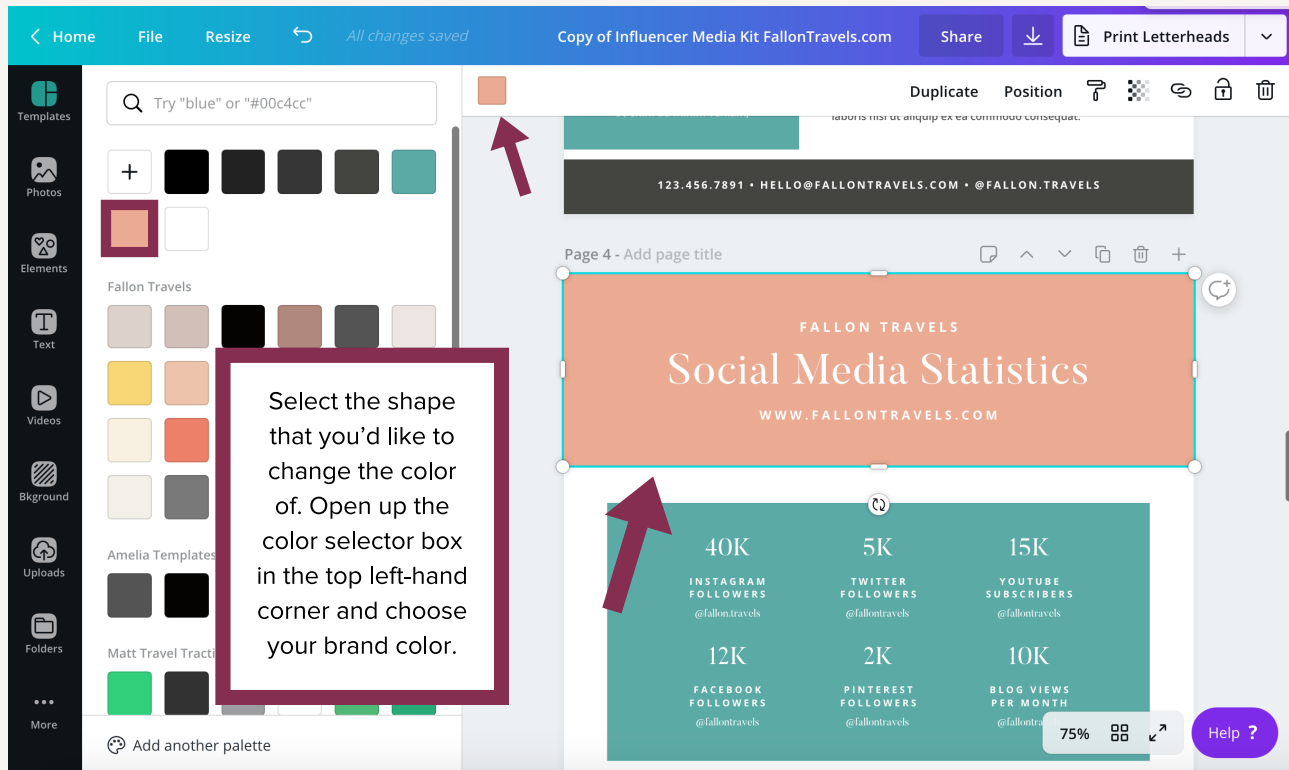
WORKING WITH IMAGES IN CANVA

Add images to your design template

- Upload your image by clicking on the "Uploads" tab on the far left-hand side of your screen.
- Click "Upload an image" and choose from your files.
- Drag your image onto the placeholder box. It will automatically crop to fit that area.
- You can also adjust the image within the box by double clicking on it, making your edits, and then hitting return on your keyboard.


Upload your own images to the templates by clicking "Uploads" on the far left side of your screen. Click "Upload an image or video" and select your files.

Drag your image onto the placeholder box. It will automatically crop to fit that area.

WORKING WITH IMAGES IN CANVA

How to use the "Grid" feature

- You can choose from a large selection of photo collage layouts in Canva by using the "Grids" feature
- Click "Elements" and you will see "Grids"
- After selecting Grids, you will see additional layouts!
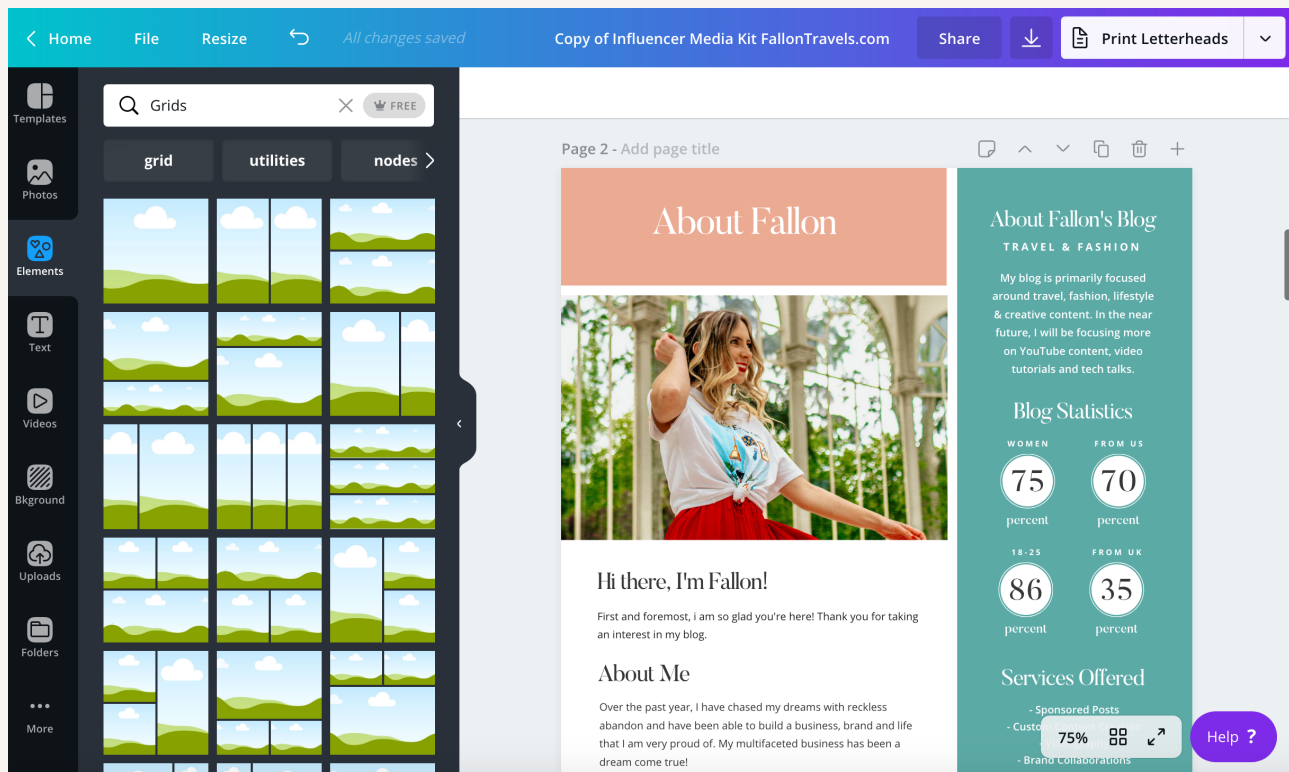
Moving elements to front & back

TO MOVE AN ELEMENT FORWARD, FOLLOW THESE STEPS:

- Use the keyboard shortcut CMD +]
- Alternatively, choose the "Position" button in the top right-hand corner and select "Forward"

TO MOVE AN ELEMENT BACKWARD, FOLLOW THESE STEPS

- Use the keyboard shortcut CMD + [
- Alternatively, choose the "Position" button in the top right-hand corner and select "Backward"

Grouping elements in Canva

PLEASE NOTE:

- The elements in this listing are NOT grouped together. This is to give you more freedom in the design process. However, if you would like to group your elements together, please follow this process:

HOW TO GROUP ELEMENTS

- Group design elements together by selecting each one while holding down the SHIFT key
- Once all of the elements in your grouping are selected, you can click "Group" in the top right-hand corner. That's it! :)

Canva TOP TIPS FOR USING CANVA

MAKE AN ELEMENT TRANSPARENT

Try giving your graphics and content a little more variety by adding elements with a transparent effect! To change the transparency of say, an image in Canva, follow the steps below:

- Step 1: Click on the background image of your design template
- Step 2: Click the "Transparency" icon from your Canva editor/toolbar in the top right-hand corner (it's the square checkerboard icon)
- Step 3: A slider will appear. Drag this slider to the left (i.e. to 0) if you want to increase the transparency.
- Step 4: Drag the slider to the right (i.e. to 100) if you want to increase the opacity (i.e. no transparency or a solid color).

Canva KEYBOARD SHORTCUTS

Copy:
Cmd/Ctrl + C

| command ⌘ | + | C |

Paste:
Cmd/Ctrl + V

| command ⌘ | + | V |

Quick Copy:
Alt/Option + Drag

| option | + | 🖐 |

Add a text box:
T

| T |

Bold text:
Cmd/ctrl + B

| command ⌘ | + | B |

Italicized text:
Cmd/ctrl + I

| command ⌘ | + | I |

Underline text:
Cmd/Ctrl + U

| command ⌘ | + | U |

Increase font size:
Cmd/Ctrl + Shift + >

| command ⌘ | + | shift | + | › |

Canva KEYBOARD SHORTCUTS

Decrease font size:
Cmd/Ctrl + Shift + <

| ⌘ command | + | shift | + | < |

Copy text style:
Cmd/Ctrl + Option/Alt + C

| ⌘ command | + | option | + | C |

Paste text style:
Cmd/Ctrl + Option/Alt + V

| ⌘ command | + | option | + | V |

Uppercase Letters:
Cmd/ctrl + Shift + K

| ⌘ command | + | shift | + | K |
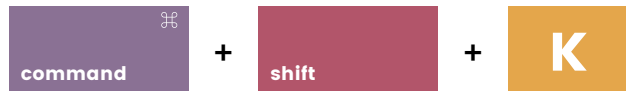
Align text to the left:
Cmd/ctrl + shift + L

| ⌘ command | + | shift | + | L |
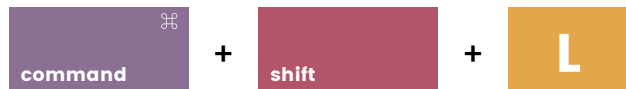
Align text to the right:
Cmd/ctrl + shift + R

| ⌘ command | + | shift | + | R |
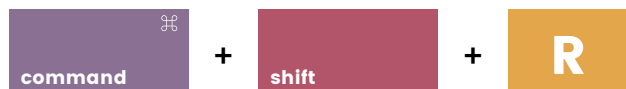
Align text in the center:
Cmd/ctrl + shift + C

| ⌘ command | + | shift | + | C |
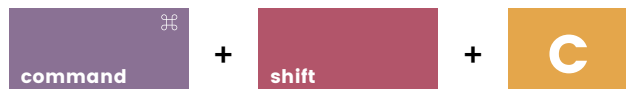
Group elements:
Cmd/Ctrl + G

| ⌘ command | + | G |

Canva KEYBOARD SHORTCUTS

Ungroup elements:
Cmd/Ctrl + Shift + G

| command ⌘ | + | shift | + | G |
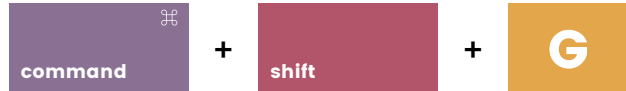
Duplicate elements:
Cmd/ctrl + D

| command ⌘ | + | D |

Select all elements:
Cmd/ctrl + A

| command ⌘ | + | A |

Deselect element:
ESC key

| esc |

Delete element:
Delete key

| delete |

Send elements forward:
Cmd/ctrl +]

| command ⌘ | + |] |

Send elements backward:
Cmd/ctrl + [

| command ⌘ | + | [|

Send elements to front:
Cmd/ctrl + Option/Alt +]

| command ⌘ | + | option | + |] |

Canva KEYBOARD SHORTCUTS

Send elements to back:
Cmd/ctrl +Option/Alt + [

⌘ command + option + [

Add a line to template:
L key

L

Add rectangle to template:
R key

R

Add a circle to template:
C key

C

Constrain proportions:
Shift + Drag Corners

shift + ⬚

Constrain relative to center:
Option + Drag Side Handles

option + ⬚ ←

Zoom in on your template:
Cmd/ctrl + "+"

⌘ command + **+**

Zoom out of your template:
Cmd/ctrl + "–"

⌘ command + **–**

Canva KEYBOARD SHORTCUTS

Zoom 100%:
Cmd/ctrl + 0

| command ⌘ | + | 0 |

Zoom to fit:
Cmd/ctrl + Option/Alt + 0

| command ⌘ | + | option | + | 0 |

Undo an action:
Cmd/ctrl + Z

| command ⌘ | + | Z |

Redo an action:
Cmd/ctrl + Shift + Z

| command ⌘ | + | shift | + | Z |
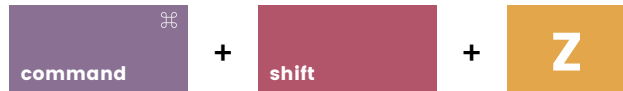
Add a new page:
Cmd/Ctrl + Return key

| command ⌘ | + | return |

Delete empty page:
Cmd/Ctrl + Delete key

| command ⌘ | + | delete |

Add a comment:
Cmd/Ctrl + Option/Alt + M

| command ⌘ | + | option | + | M |

Select multiple elements:
Shift + Click

| shift | + | 🖱 |

Canva ADDITIONAL TIPS & TRICKS

DUPLICATE, REARRANGE & DELETE PAGES

At the top of each page, you will see a tool bar - the first slot will show you what page you're currently on. The actions you can take are as follows:

- Add Notes: Section where you can add any notes about your design
- Rearrange Template Order: Use up & Down arrows
- Copy Page: Duplicates the template onto a new page
- Delete Page: Deletes the page from your template list
- Add New Page: Adds blank page to your template list

EXPORT SINGLE PAGES ONLY:

To export a SINGLE PAGE rather than all of the templates, follow these steps:

- Click "Download" in the top right-hand corner (down arrow button)
- Select your file format under "File Type"
- Click the "Select Pages" dropdown and choose the page number you would like to export
- Click download