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## Canva (canva.com) – Tool to design online social media posts

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## Canva (canva.com) – Tool to design online social media posts

By Naomi Anna Lao, University of California, Irvine

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### **Canva makes it easy to create professional designs and to share or print them.**

Canva is a free graphic design platform for registered nonprofits, that is beginner-friendly and time-efficient. At first glance, Canva's immense variety of tools and resources all on one platform is intimidating however they make it easy to create unique, trending, and compelling content for all purposes. Background remover, animation, audio, charts and so much more make what looks like hours of professional work, surprisingly streamlined through Canva. Content creation is extremely customizable, but they also provide many templates, fonts, and color patterns. And for beginners or newcomers to design Canva offers multi-video courses and tutorials on branding, design, presentations, and many other specialty courses for people to learn how to best use Canva for their purposes. For individualized guidance, Canva also offers a coaching appointment, which greatly helped me understand how to navigate the site.

Canva is by far one of the best resources for nonprofits. With free templates for logos, business cards, planners, and much more, Canva can help improve presentations, marketing, and business operations of nonprofits. From my experiences as a first-time user, working creatively as a team on Canva is incredibly productive. Canva's organization of teams creates a workspace that allows for efficient brainstorming, file sharing, and group work. Furthermore, Canva Pro is free to nonprofits, adding branding, scheduling, and organization tools to our arsenal! Rather than getting lost juggling multiple platforms, sites, and resources, Canva's centralized tools let us focus on our goals. In addition, to recognize the specific needs of nonprofits Canva Pro includes a course devoted to helping nonprofits best apply the tools at their disposal. In conclusion, Canva is extremely cost-effective, user-friendly, and houses multifaceted tools centralized on one platform.



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