Creating social media posts
using the Canva ENSW Templates for Clubs

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NEW SOUTH WALES

Our free and easy to use templates have been created specifically for ENSW affiliated clubs. They will help you to create simple social posts quickly – with no graphic design experience necessary.

The template link will take you to Canva and ask you to login or create a Canva account. If you don't have a Canva account yet, follow the prompts to create a free account.

Once opened, you'll be able access all template options. You can switch views to help see them all at once. The templates will be saved on your Canva account, so any changes you make will be for you only.
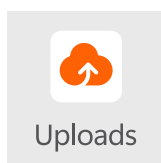
Canva **Template link**

Let's design a post

1

Get organised

Start by uploading your club logo and any photos you would like to use. Any files you upload will remain in your Canva account. If you are using the free version of Canva and have more than one person designing posts for your club, each person will need to add their own uploads.
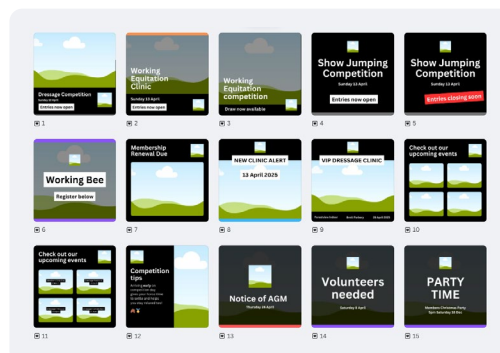
Uploads

Tips

✓ Don't use images with watermarks on them

✓ Don't source photos from Google. You can use free resources like Unsplash, Freepik or Canva's own free library

✓ If using a professional photographer's image – make sure you have their permission and be prepared to add a photo credit

2

Select your preferred template

It's a good idea to 'duplicate' the template so you keep a master copy. If you do this each time you create a new post, you will build a library of your customised posts over time.

3 Edit your template

Update your post with your preferred text.
Remember to keep it simple. All extra details
can go in your caption.

Tips

✓ Choose a font for your club and stick to
it. This helps with brand consistency.

✓ If your titles are longer than the
templates allow, you can reduce the size
of your font (but try to keep as short as
possible).

4 Add your club logo

Return to your uploads tab on the far left. Drag
your logo in the smaller frame on the template.
The frames are the placeholder images that
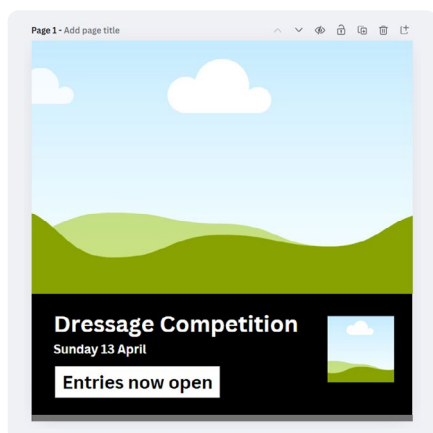show illustrated rolling hills.

Tips

✓ If your logo is a horizontal shape or
doesn't fill well in the logo frame, simply
increase the size of this frame by
dragging out the edges.

✓ Is your logo blurry? This means it's not
high quality and/or too small. It's best to
use vector files like .eps for logo files.
You can get your logo recreated by a
designer as a vector file, which is also
the preferred format for print projects
like signs, ribbons and embroidery.

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5 Add your photo/s

Drag a photo from your Uploads onto the larger photo frame. It will automatically fill the spot, but you can double click to reposition it.
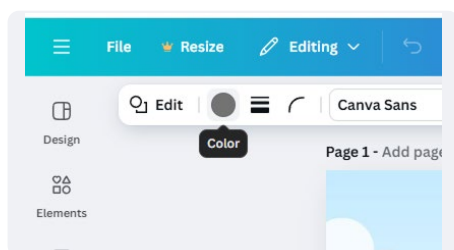

Tips

✓ Clubs members often love to be featured. Build a library of images of your club members and your club grounds by asking members to share their own photos.

✓ If the template is using a background image, take care when positioning. Avoid placing faces of people or horses behind logos or text.

✓ Use high quality images. Most photos taken with a phone should have enough resolution, but the more you zoom in, the lower quality.

6 Update to your club colours

Customise the 'fill' colour of the text boxes, fonts, border etc to your own clubs colours. This also helps with brand consistency. Save the 'hex' colour of club so you can be sure you're using the same colours etc time.

Tips

✓ Share the colour codes with any one else who is designing templates for your club so you are both using the same colours.

✓ Does your club only have one colour? Consider choosing a darker or lighter complementary colour to use as a feature color.

✓ Make sure the font colour has a high contrast to the background colour so it's easy to read.

6 Finished? Export your post

Canva saves automatically, so no need to save at the end. To export your desig, select 'Share' and then Download. Note which 'page' you have been editing and select to export just that one – otherwise it will export each 'page' as a separate image.