Essential Canva Graphics for Social Media

Canva provides free customizable templates to make your design process easier.

As part of this media kit, six unbranded general templates were created for you to use now. However, consider getting a free account so you can create graphics your agency can use for your social media presence including:

1. **Facebook Cover Photo**:
   o Use a high-resolution image that represents your agency's mission and services.
   o Include your logo, agency name, and a brief tagline.
   o Ensure it looks professional and visually appealing.
2. **Instagram Story Templates**:
   o Create templates for sharing quick updates, behind-the-scenes glimpses, or safety tips.
   o Use eye-catching visuals and minimal text.
   o Consistency is key — stick to a cohesive design.
3. **Emergency Preparedness Infographics**:
   o Design infographics with essential safety information.
   o Include steps for CPR, first aid, or handling emergencies.
   o Keep them simple, easy to read, and shareable.
4. **Quote Graphics**:
   o Share inspirational quotes related to emergency response.
   o Overlay the quote on a relevant image (e.g., a paramedic in action).
   o Quotes can motivate and engage your audience.
5. **Event Promotion Graphics**:
   o When organizing community events (CPR training, blood drives, etc.), create eye-catching event graphics.
   o Include event details, date, time, and location.
   o Encourage sharing to boost attendance.
6. **Thank-You Posts**:
   o Express gratitude to your community, fellow first responders, or supporters.
   o Use a heartfelt message alongside a photo of your team in action.
   o Show appreciation — it fosters positive connections.

These graphics should align with your agency's brand, convey important messages, and resonate with your audience.