

Transforming Your Social Media Brand Through Graphics

March 13, 2025

Agenda

- Introductions
- Canva Overview
 - Nonprofit Discount
 - Program overview & demo
 - Your visual brand
- Growing Your Audience
- Next Steps
- Questions?

Introductions



For Every Child...A Place to Call Home

www.foster-adopt.org



Connecting Nonprofits to Emerging Ideas in Marketing and Communications

www.npmarketers-stl.org



*What is one thing you learned today
that you can implement tomorrow?*

Canva Overview

Canva for Nonprofits

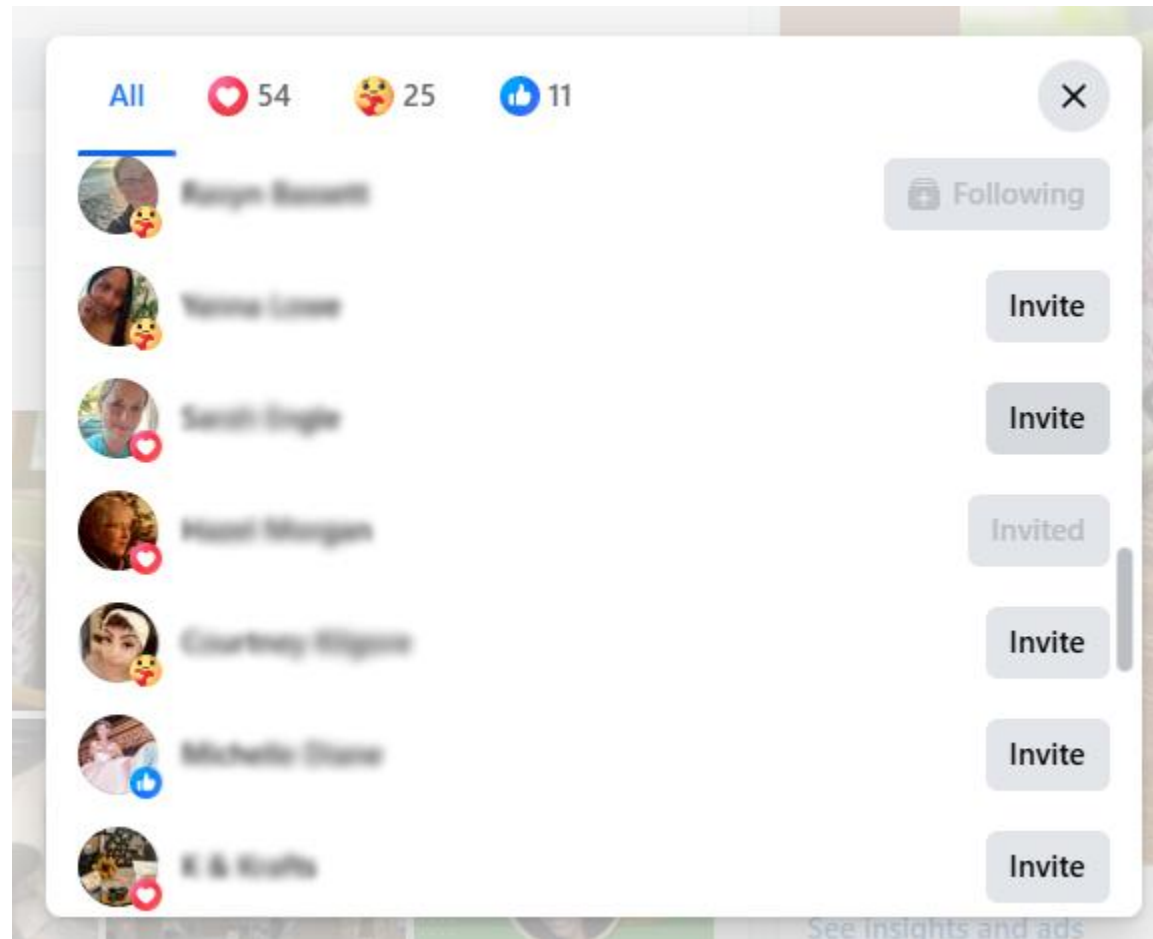
- Canva Pro is 100% FREE for nonprofits!
 - Access to templates, design assets, stock photography, animations, royalty-free music, and more

<https://www.canva.com/canva-for-nonprofits/>

Growing Your Audience

Engagements and Peer Networks

- Reactions (likes), comments, and shares
- Keep up with engagements and respond in a timely manner
- Celebrate, recognize, and say thank you
- Turn Facebook “likers” into followers





Foster & Adoptive Care Coalition added a new photo.

Published by Constant Contact

5 March at 08:30

12-year-old Tayana is an aspiring singer, songwriter, and artist. 🎵 She has an art gallery of songs she has written and drawings she is working on, which she loves to show off. Get her talking about her passions, and she won't stop. She might even ask you, "Am I talking too much?" She loves to spend time with others drawing, coloring, or just being together in the same room. Tayana is also interested in learning to cook, and would love to be included in the preparation of fa... See more



See insights and ads

Boost post

96

31 shares

Like

Comment

Send

Share

...and she loves to draw. She's talking about her passions and she won't stop. She might be a bit of a perfectionist, but she loves to spend time with others drawing, coloring, or just being together in the same way that she loves to be included in the preparation of meals. See more



Views i

9,722

Reach i

5,842

Interactions i

129

Link clicks i

82

Views

Followers vs non-followers



[Boost post](#)

[Meta Business Suite](#)

Authentic Content = More Engagement

- Stay true to your mission
- Inspire them to share
- Lead by example
- The impact can be exponential!

Partner Voices

- Who are your partners?
- How do you work together?
- Leverage this for mutual audience growth!

Think About Timing

- Post timing matters!
- Longevity of content varies by platform
 - LinkedIn: 2 weeks
 - Instagram: 48 hours
 - Facebook: 48-72 hours
 - Twitter/X: Minutes

Other Ideas for Growth

- Make it easy: QR code to follow on socials
- Incentivize social followers to sign up for emails
- Thought leadership
- Co-host an event with a partner
- Paid advertising

Next Steps

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Further Learning



Give STL Day training: Advanced Canva for Fundraising March 31

This is an intermediate-level course in building a strategic content calendar and developing branded #GiveSTLDay content.

RSVP at www.givestlday.org/p/trainings or scan the QR code.

Thank you! Questions?



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