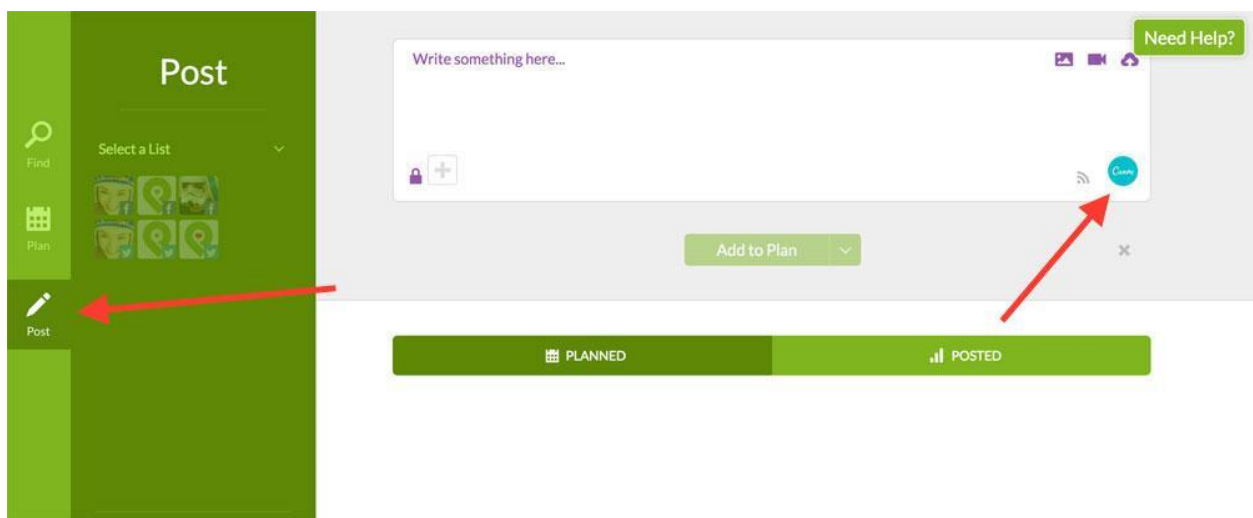# DAY 24 - Keep Your Content Fresh

One great way to keep your content fresh is to change it up and brand it.
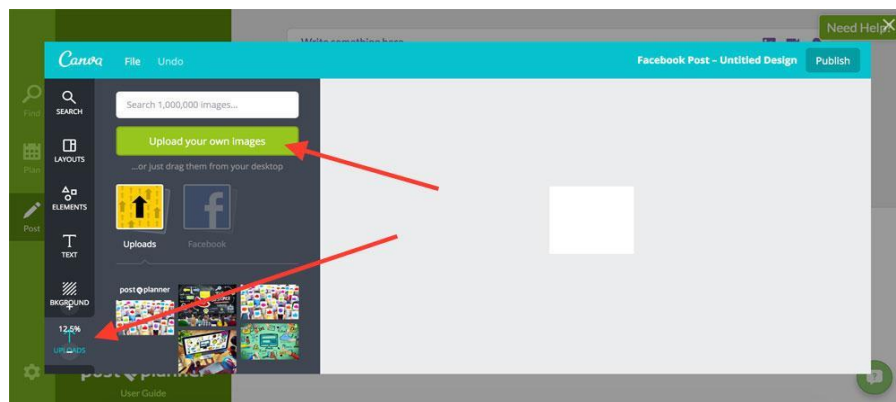
Using Canva from within Post Planner makes it so easy to create your own custom, branded graphics and plan them -- all in just a few minutes!

Step 1 - Open Post Planner and click on "Post" - then click on the blue "Canva" button in the composer.

Step 2 - If you don't have a Canva account, you'll be prompted to set one up. Next, If you're planning to put your logo on your graphics, go ahead and upload it by clicking on "Uploads" in the bottom left corner, and then click on "Upload your own images."
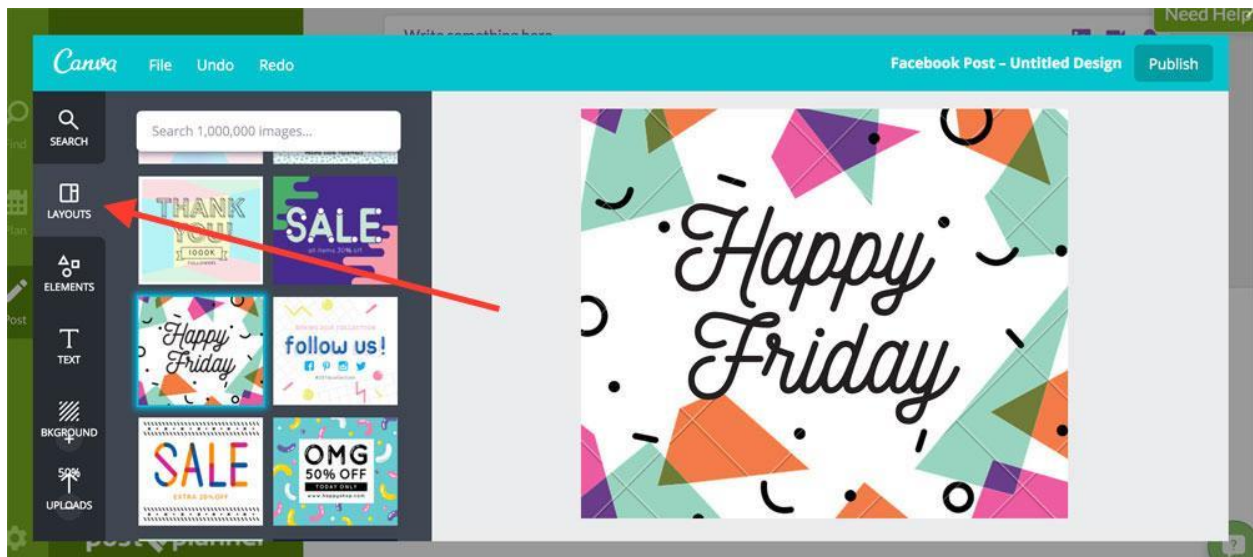
Once you upload your logo, you won't have to do it again. It will be there every time you want to use it.
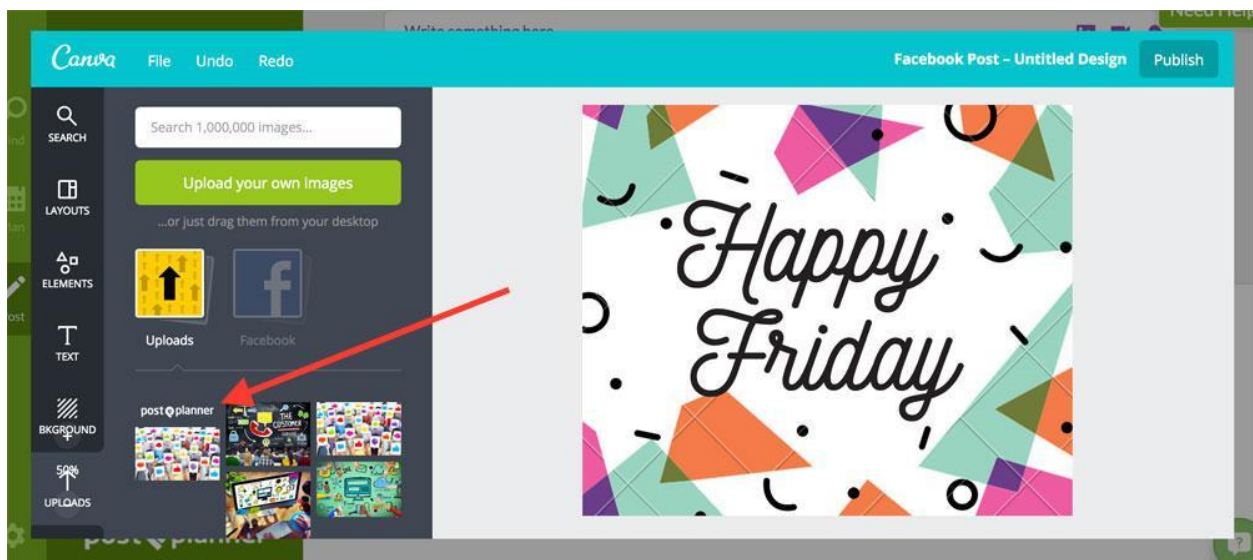
Step 3 - Click on "Layouts." Choose which image you'd like to use! Most of the images are free, but some cost a dollar or 2.

When you've selected which one you like, click on it. You'll see it populate in the box gray box on the right. If the image is too small or large -- click the + or - sign down at the word Uploads in the lower left corner. That will allow you to size it nicely so you can work with it.
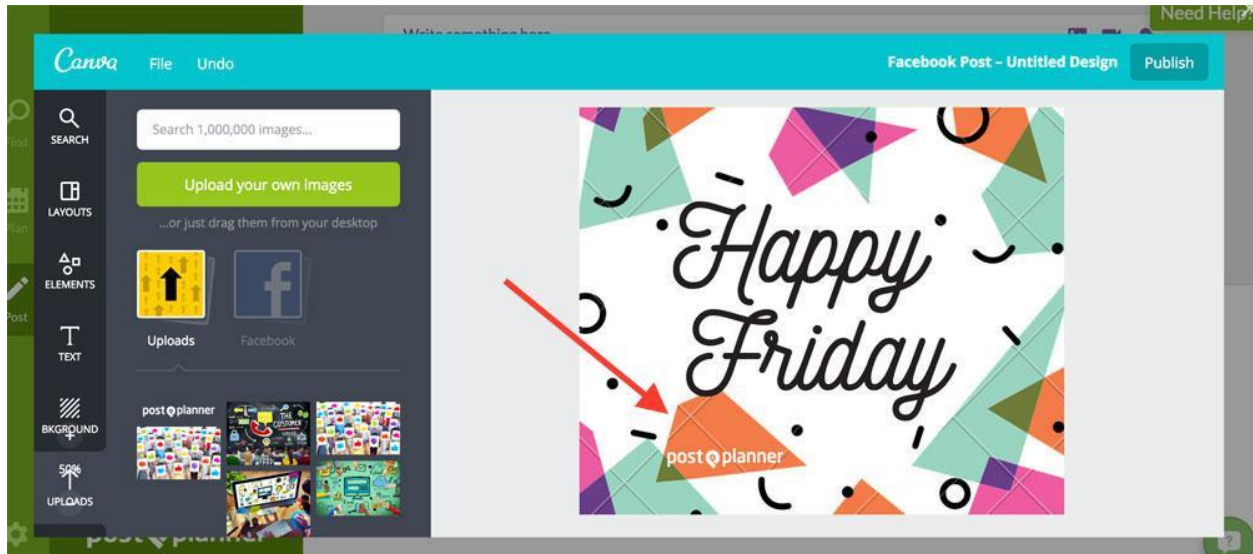

Step 4 - Now let's put your logo on the image you selected. Go back to your Uploads (lower left hand corner) and find your logo. Drag and drop it onto to your image. Use the sizing tool to get it just right.
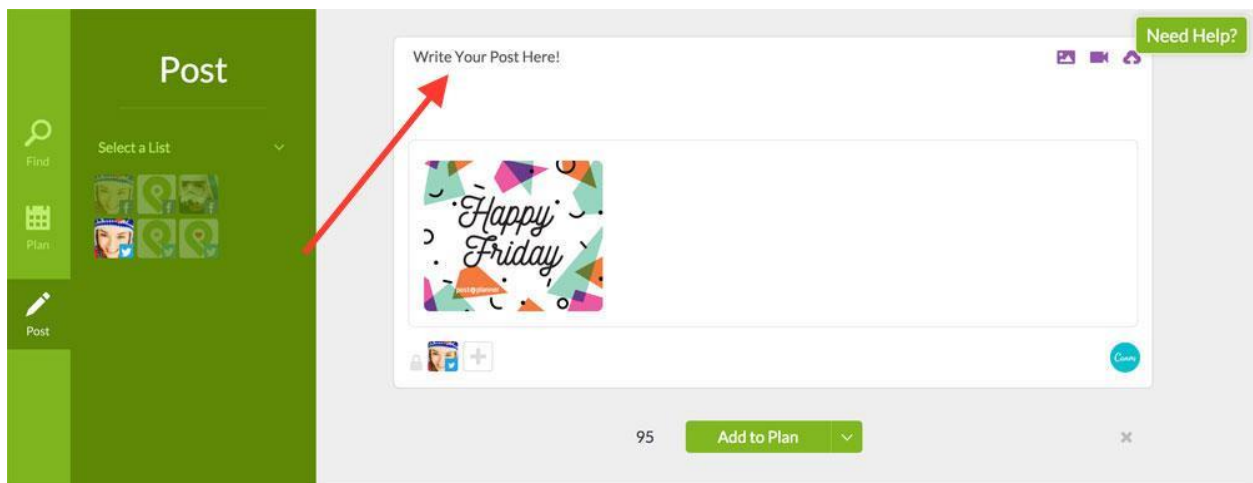
Step 5 - When you're finished, your logo will be nicely placed on your image and you'll have a custom, branded graphic to use on social media!

Step 6 - Click the "Publish" button in the upper right corner. This will take you out of Canva and back into the Post Planner composer. Select your Facebook or Twitter account, and type any text to accompany your new graphic.
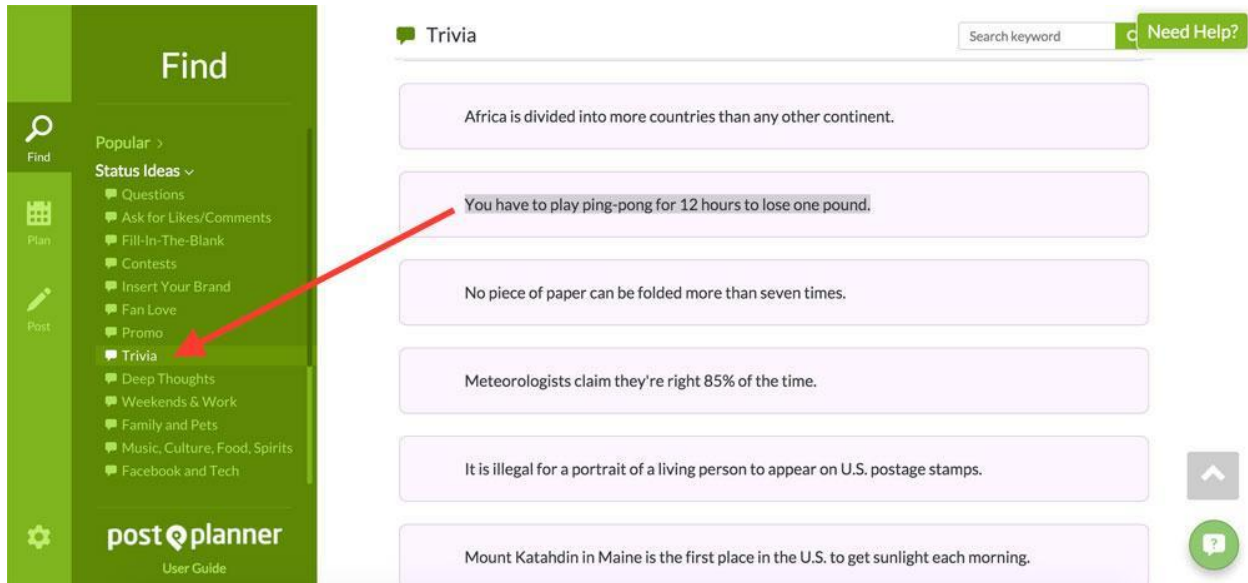

Step 7 - Click "Add to Plan" and your post will be published in your next available time slot. Congratulations!

You can also use Canva within Post Planner to create witty, visual status updates on graphics -- for those days when you aren't feeling creative!
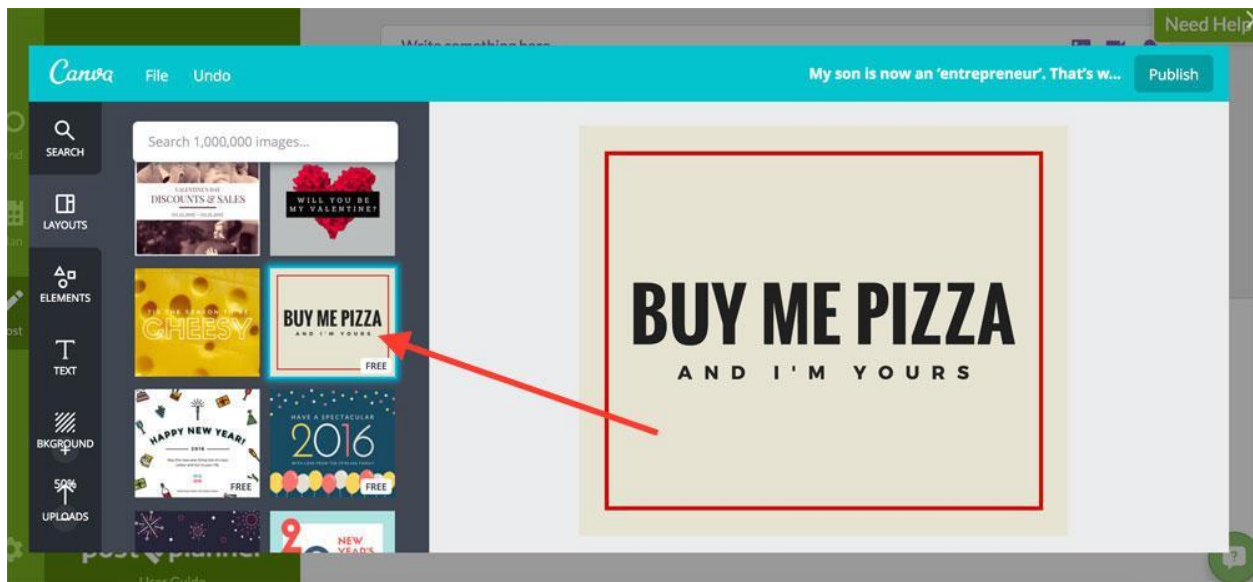
We'll show you how to do that…

Within Post Planner, click on "Find" and then click on "Status Ideas." There are about 15,000 status updates to choose from -- all organized into 13 categories. Choose one that you like, and copy it with your mouse.

Now click on "Post" and go into your composer again. Click on the Canva button, which will take you into Canva. Click on "Layouts" and choose which graphic you'd like to paste that text into.
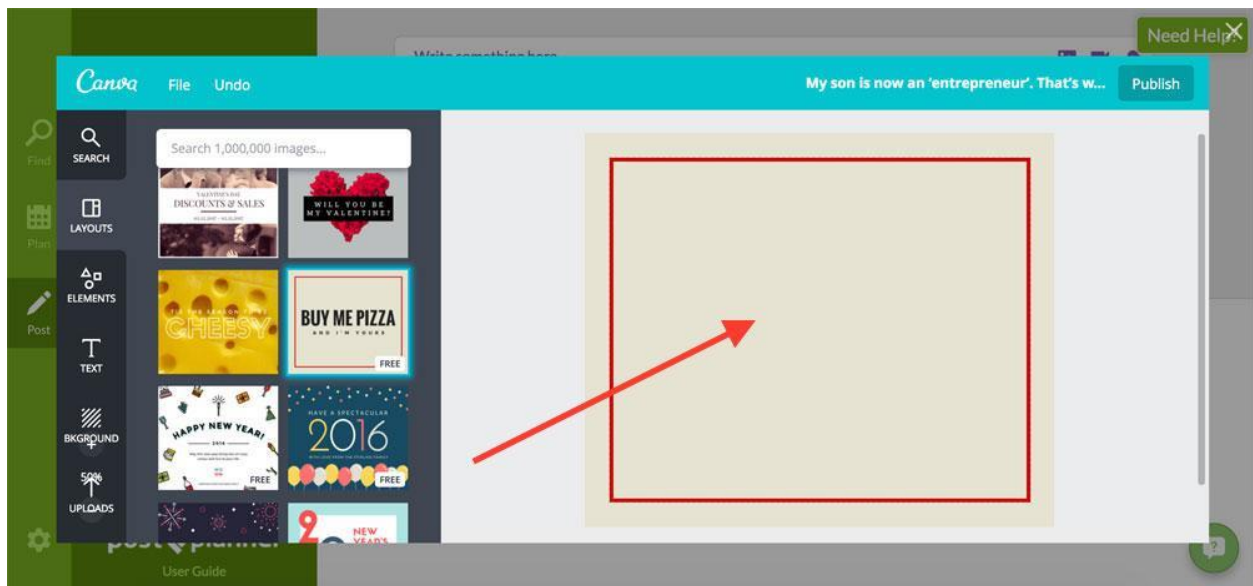

Click on the text inside that graphic, and delete it. Sometimes there's more than one line of text to delete.
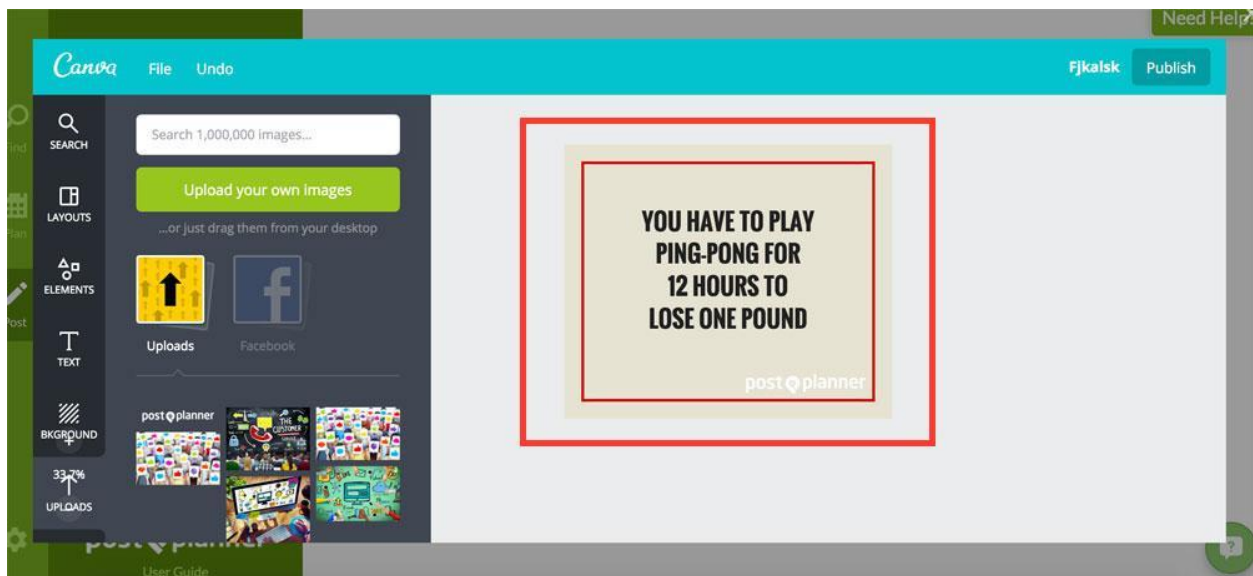
Drop the text in that you copied and voila! You can even add your logo if you'd like to brand your graphic. Follow the instructions above for adding your logo and planning your post!

Click over to YouTube to for a video tutorial: <u>Using Canva Inside Post Planner</u>