

CANVA:

TO MAKE A NEW DESIGN:

TO USE ONE OF OUR DESIGNS:

TO UPLOAD A NEW IMAGE:

TO POST FROM CANVA:

TO EXPORT AN CANVA DESIGN:

INSTAGRAM:

Main page

Search button

“Plus” button

Heart button

TWITTER:

Homepage and navigation

To tweet

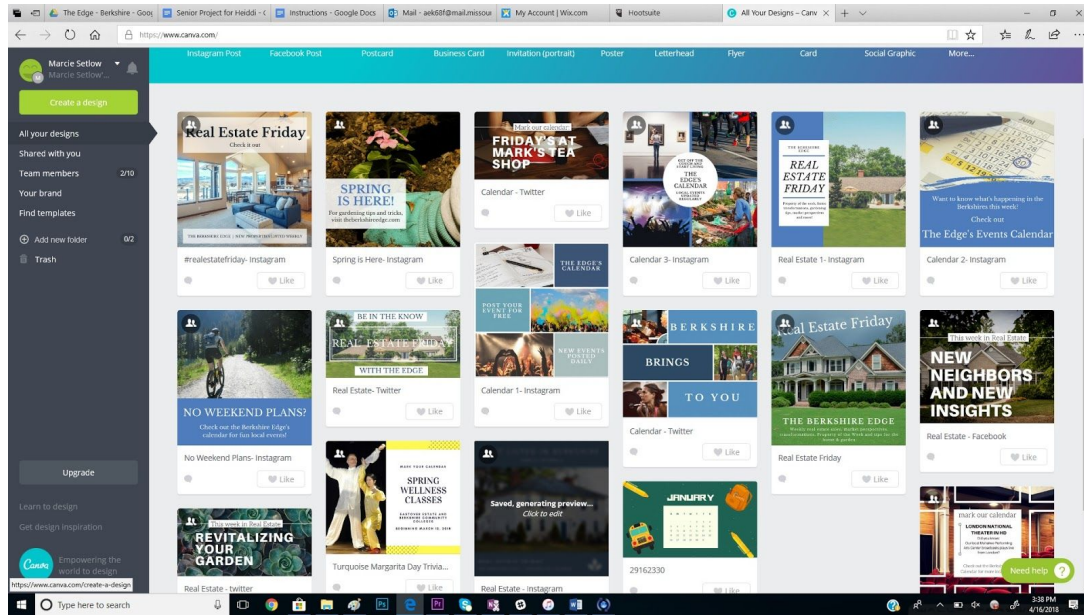
Interacting with tweets

HOOTSUITE:

To compose a message:

To edit or publish drafts:

CANVA:



When you login, this is the screen that will pop up.

To create a new design:

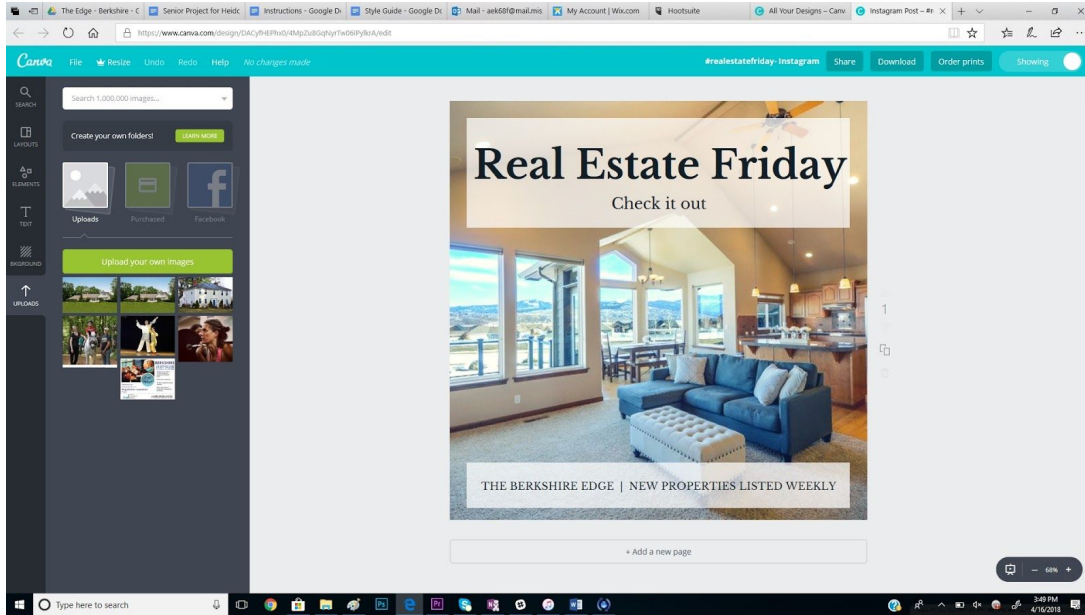
Click the green button in the top left hand corner that says “Create New Design”. There will be template options available to you that you can choose from, but I recommend using the “social media posts” tab, like the one below:

To use one of our designs:

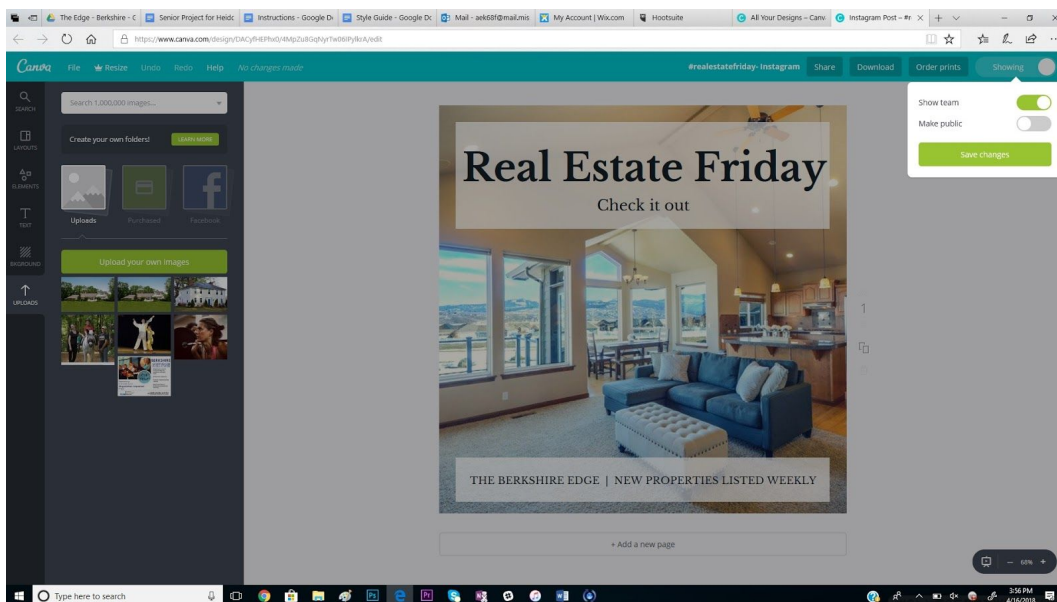
- You can click directly on any of the designs and that will allow you to edit the post's color, text, picture, etc.

To upload a new image:

- Select the design which you want to upload a new image to.
- On the left tab bar, there is an 'upload' button at the bottom of the list. Here is the example:



- Click the 'upload your own images' green button and select one from your desktop. I recommend creating a folder called 'canva photos' to store all photos that you may want to use at some point for future Canva posts.
- Once you've uploaded your own image, you can drag the image from the left tool bar onto the image shown above to replace it. It will automatically fit to the size of the design, so you don't need to worry about making the image fit.
- Once you've switched out the image with the one you want, go to the top right corner called "showing" and click on it. This drop-down menu will appear:



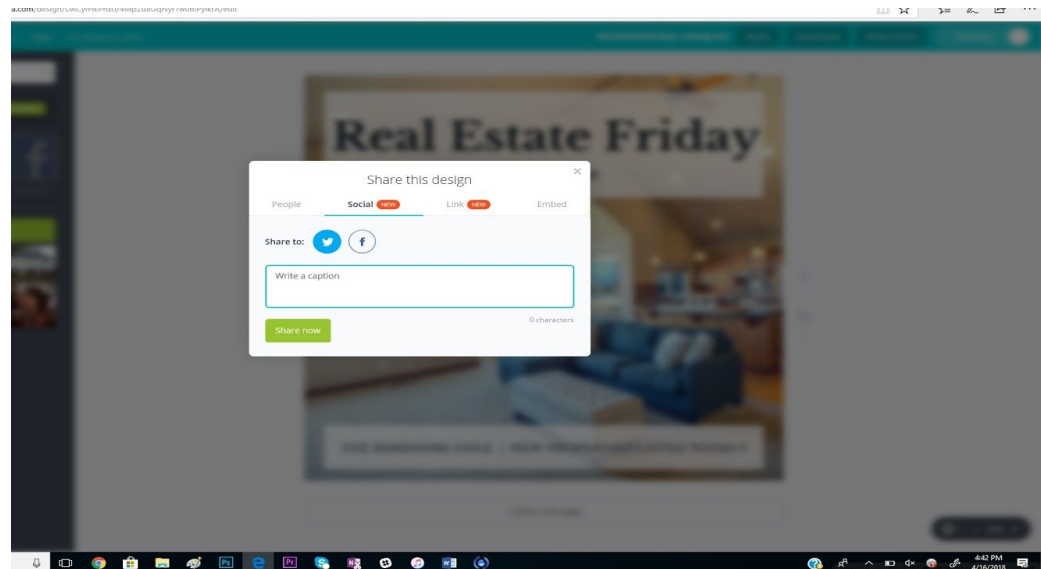
- Click on "save changes". When you go back to the "All your designs" page, the new image will show up displayed in the design.

To post from Canva:

- You are able to upload directly from Canva to your Twitter or Facebook account. We have already linked the sites to your Canva account, so you will just need to follow these instructions. Instagram is not available on Canva, though, so you will have to export the image separately and then upload it to Instagram. I will get to that in different instructions. However, I recommend mainly using Hootsuite when posting on social media. All your Canva posts can be uploaded directly into Hootsuite, and that way, you can have control over what time you want it to be posted.
- To share a canva post directly onto your Twitter or Facebook page, click on the design you would like to post from the home screen page.
 - Each design has a caption labeled 'Real Estate - Twitter' or 'Calendar - Facebook' to know which post goes with which social media outlet.
- Once you click on the design, on the top toolbar, click on the "share" button like the one below:



- Once you click on the 'share' button, this menu will pop up:



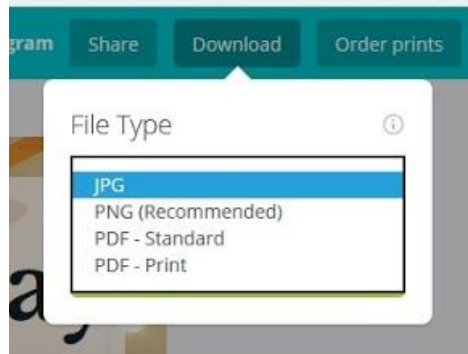
- Click on the 'social' tab and select Twitter or Facebook. Uploading canva posts this way will also give you some extra work, because you will have to create a caption. That's why I recommend using the Hootsuite option, which I will layout for you below. I just wanted to give you instructions on how to upload directly from Canva to know how to do it.

To export a canva design:

- This is the main way in which you will export your design and put it directly into Hootsuite. I highlighted so you know it's the main way
- Click on the design you want to export. In the top right corner, there is a toolbar that says "download":



-
- When you click on download, it will ask you which format you want to export in. Choose 'JPEG' (unless you prefer a different format):



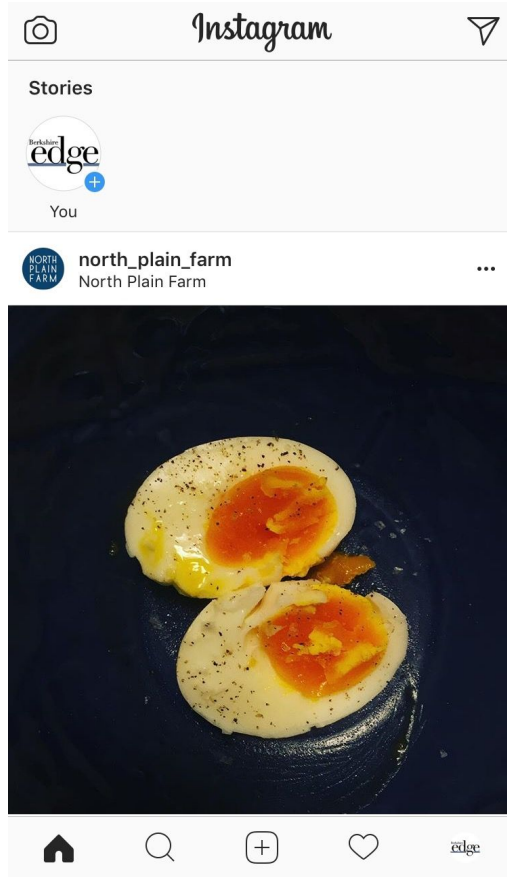
-
- Once downloaded, it will pop up at the bottom of the page. Click 'save as' and create a folder for 'canva posts' on your desktop.
- See below for instructions on how to upload into Hootsuite.

INSTAGRAM:

Main page

(home button bottom left):

- All the photos posted by people you follow will show up here. You can scroll through them and they will never end.



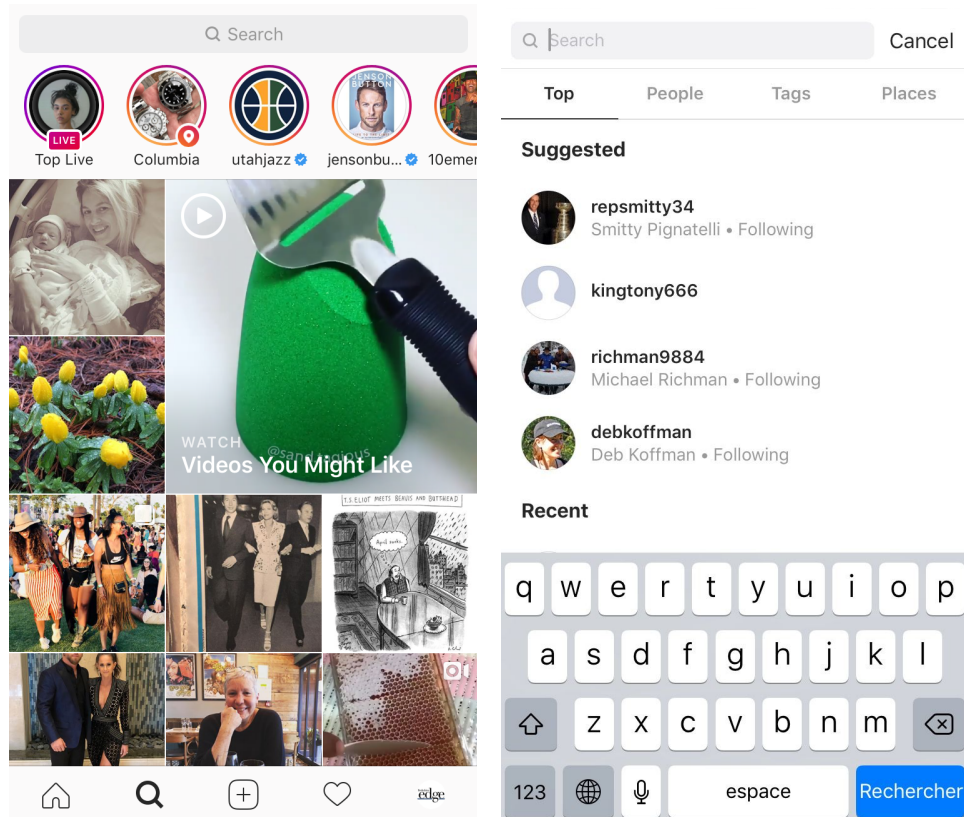
- You can use the top left camera button to take a photo through Instagram and edit/post immediately to Instagram. You can also take live videos and Boomerangs (basically GIFs) here.
- The top right paper airplane-like button is where you can send and receive private messages.

Search button

(second from bottom left):



- This is where you can search for people, hashtags and locations.



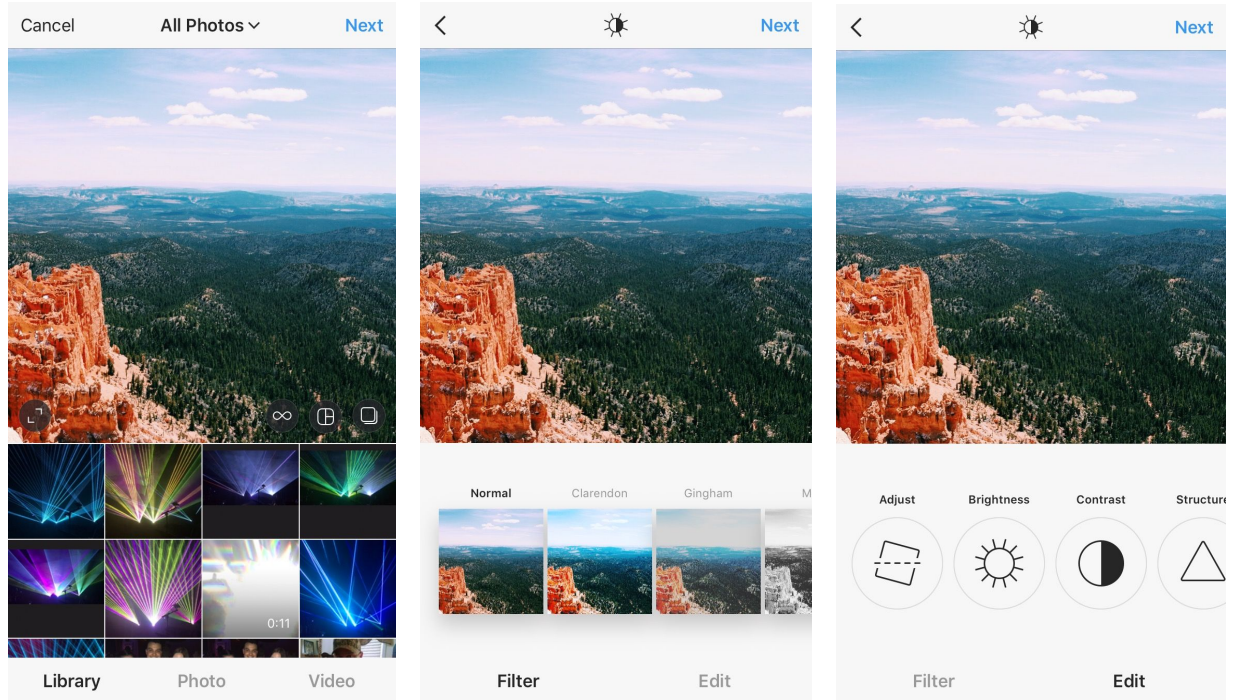
- The photos shown to you on this page are random photos that Instagram thinks you may like.

“Plus” button

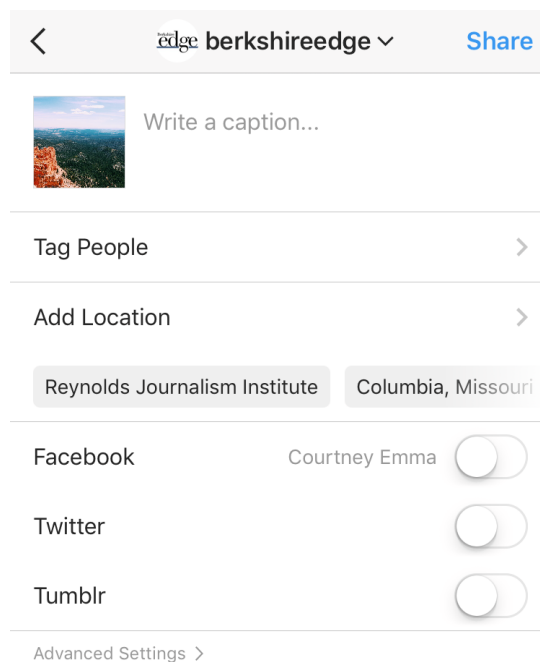
(bottom middle):



- This is how you add a photo from your library. By clicking the “next” button at the top right you can move through editing the photo with different filters/cropping/etc. if you’d like.



- Once you've finished editing your photo you can then write your caption, tag people in the photo, add a location and share to your other social media accounts by using the toggles at the bottom. Clicking "share" will post your photo. You can always go back and edit your caption/location/tagged people. You always have the option to delete posts as well.



Heart button

(second from the right at the bottom):

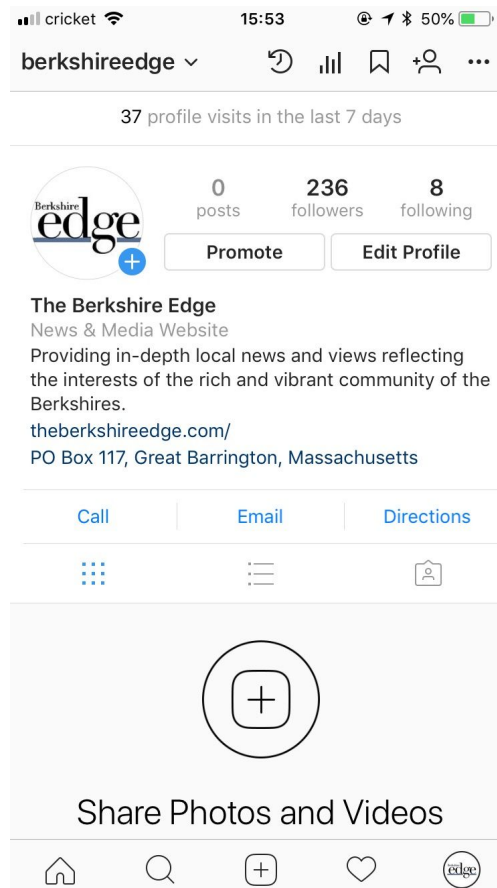


- This is where your notifications come in. You will get notifications when people follow you, tag you in photos and like or comment on your photos. This is all on the “You” tab up top when you click this button.
- The “Following” tab at the top shows you the activity of the accounts you follow (posts they’ve liked/commented on and accounts they’ve followed).

Your logo button (bottom far right):

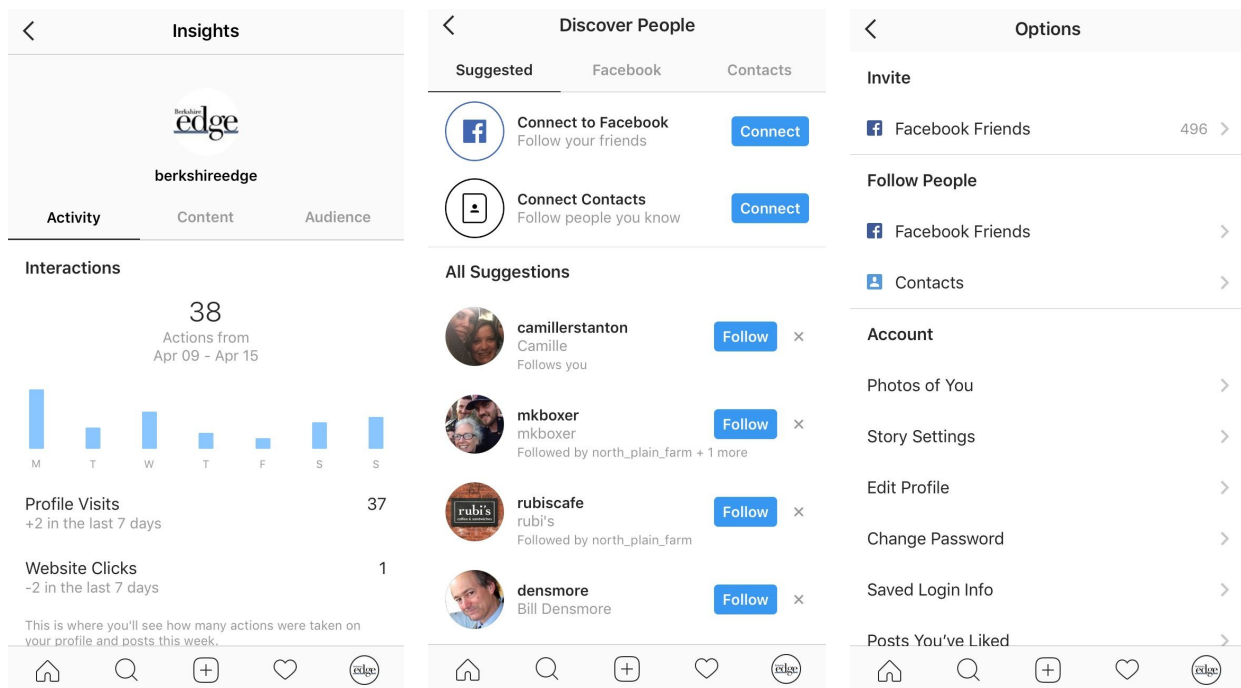


- This is your profile. By clicking this you will be brought back to your account’s page. Here you can edit your profile and see all the photos you’ve posted.



- The five symbols on the top right (from left to right) are where you can **archive your posts**, **see your insights** (analytics), **see your saved posts**, **discover new people to**

follow (Instagram makes suggestions) and the three dots symbol on the far top right is where your **options** are to do things such as edit your profile.

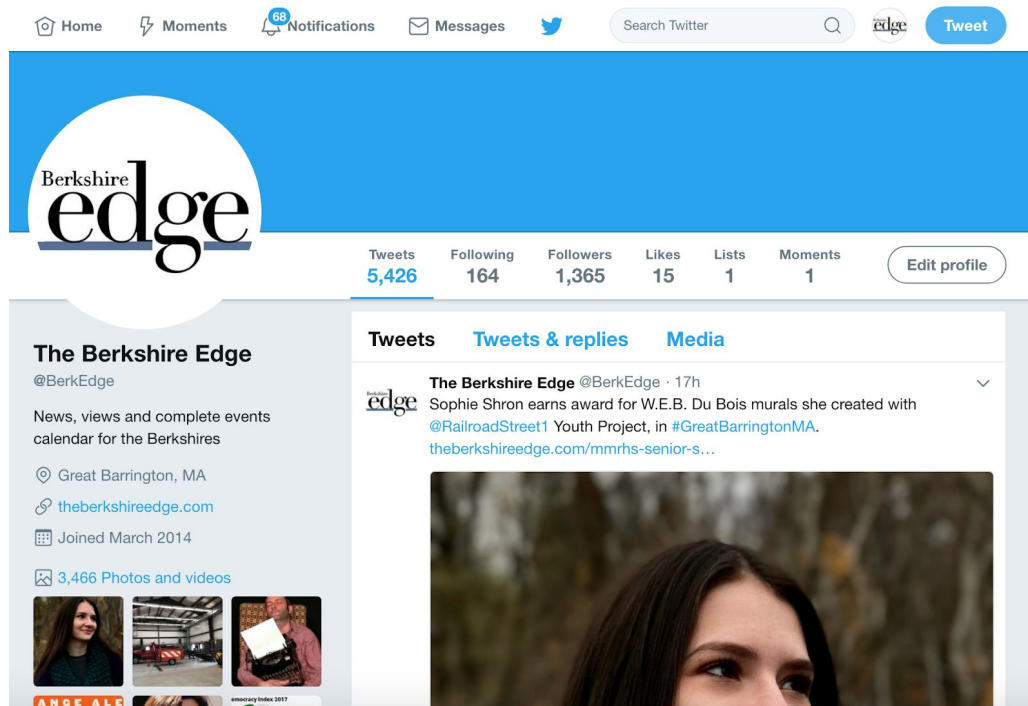


TWITTER:

Homepage/profile page and navigation

The screenshot shows a Twitter profile page for 'The Berkshire Edge' (@BerkEdge). The header includes navigation links: Home, Moments, Notifications (68), Messages, and a search bar. The profile section on the left displays the account name, handle, and statistics: 5,426 tweets, 164 following, and 1,365 followers. Below this are suggestions for 'Who to follow' (Twitter and YouTube) and a 'Trends for you' section featuring '#ProjectUnfollow'. The main content area shows a tweet from 'Berkshire OLLI' (@BerkshireOLLI) mentioning a partnership with #AgeFriendlyBerkshires, which includes a quote from MHAC (@mahealthyaging) about the group's action plan. Below the tweet is a trending topic for '#ProjectUnfollow' by BMW USA (@BMWUSA).

- This is your homepage, here you will see:
 - **Tweets** from those you follow (scroll down to see more)
 - **Basic account information** (number of tweets, followers and people you are following)
 - **Suggestions** for who to follow
- To go to your **profile**:
 - Click on “The Berkshire Edge” next to your profile picture
 - It will bring you to:



- Here, you can:
 - See your **past tweets and replies**
 - More **account info** (likes, lists, moments, location, date of joining Twitter, number of photos and videos, etc)



Navigation:



-
- **“Home”** takes you to the homepage
- **“Moments”** takes you to a page listing popular news events of the day (probably not useful for the Edge):

TodayNewsSportsEntertainmentFun

Create new Moment




Mississippi teen wears prom dress that honors her late father

16 WAPT News · 27 minutes ago

Kedrian Woodruff, whose father passed away more than four years ago, came up with a creative way to keep his spirit...

83 Likes



The inspirational story behind the final person to cross the...

Amazing · Yesterday

Cancer survivor Mary Shertenlieb decided to run the Boston Marathon in order to raise money for the Dana-Farber Cancer...

597 Likes

- **“Notifications”** shows you all the things people have done to interact with your tweets: likes, retweets, mentions
 - It will also notify you of other things such as interactions that people you follow have engaged in (these aren’t important to the Edge)
 - Example: **“350 dot org** Retweeted a Tweet from Bill McKibben”

All

Mentions

Settings

2 new notifications

Gina Caracci, Carol Franzen and Joyce Shiffrin liked a photo you were tagged in · 1h

Happy Morsel @HappyMorsel

A 10 foot tall Chicken Trump makes an appearance today in Great ...

Recent Tweet from **Helsinki Hudson** · 2h

Helsinki Hudson @HelsinkiHudson

TONIGHT! Hawktail | Mandolinist Dominick Leslie has joined with f...

- “Messages” pulls up private messages you have received

Direct Messages

New Message

Alison Larkin @AlisonLarkinTEA

5 Mar 2016

Thank you for following me. Delighted! -via @crowdfire

You

23 Aug 2014

You: #GovernorPatrick signs bill permitting Nov.4 vote on #MonumentMountain Regional high school renovation. School to seek

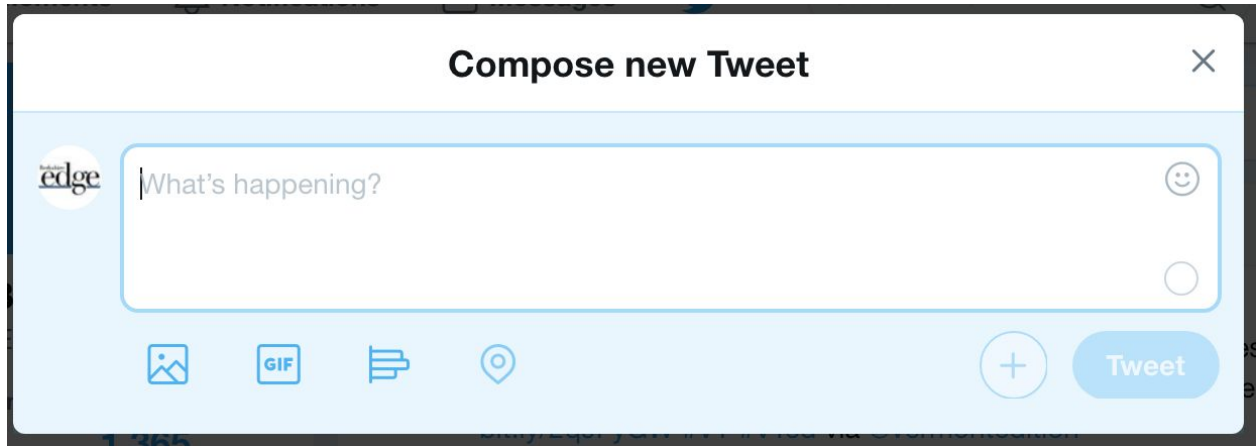
- To send a private message, click “new message” in top right corner

New Message

To tweet:



- Click on the **blue ovalar “Tweet” button** at the top right corner
 - This can be done from either the homepage or profile page
- Once you’ve done that, a box in which to type will appear:



- Here, you can:
 - **Type out what you want** in your tweet, including **links** to your articles or relevant **hashtags** (#berkedge #breaking #business etc.)
 - **Hashtags** are identifying words or phrases identified by the pound sign (#) that can be searched for to find tweets from certain outlets/about certain topics
 - To add **photos or video**, click:



- Once you’ve clicked this, a list of files on your computer will appear. Find the photo you want to attach and click “open”.
- To add a **GIF**, click:



- The process for attaching GIFs is the same as photos or videos (see above)
- To create a **poll** for readers to participate in, click:



- Once you have finished drafting the tweet, simply **click “tweet”** in the bottom right corner:



Interacting with Tweets

- There are four main interactive functions (These are found at the bottom of tweets)



- **Reply:** use this to tweet at someone with a response



- **Retweet:** use this to share someone else's tweet (it will appear on your page)



- The number next to the symbol shows how many retweets a particular tweet has received
- **Like:** self-explanatory, use this to "like" a tweet



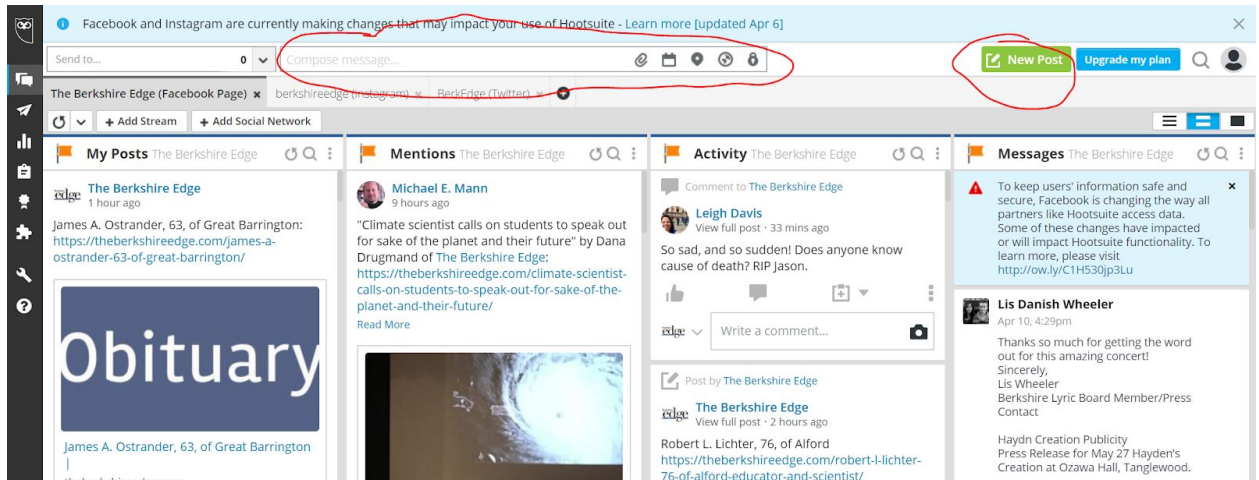
- The number shows how many likes a tweet has received
- **Direct message:** use this to send a message to a particular account



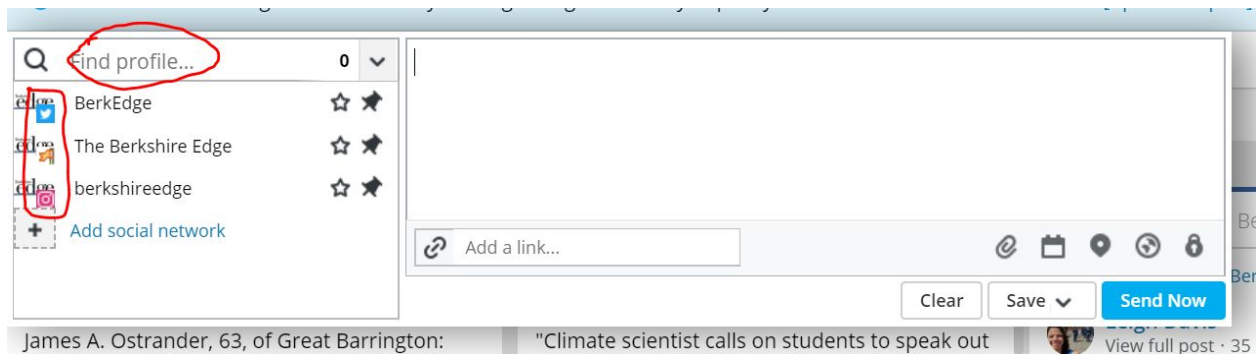
HOOTSUITE:

To compose a message:

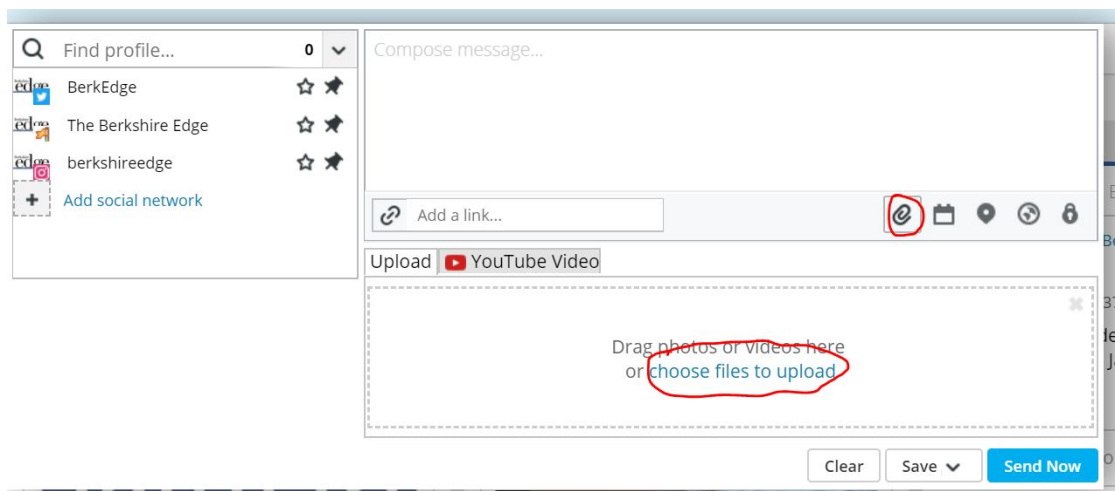
1. Go to either the top of the current page, or click on the green button labeled “New Post”



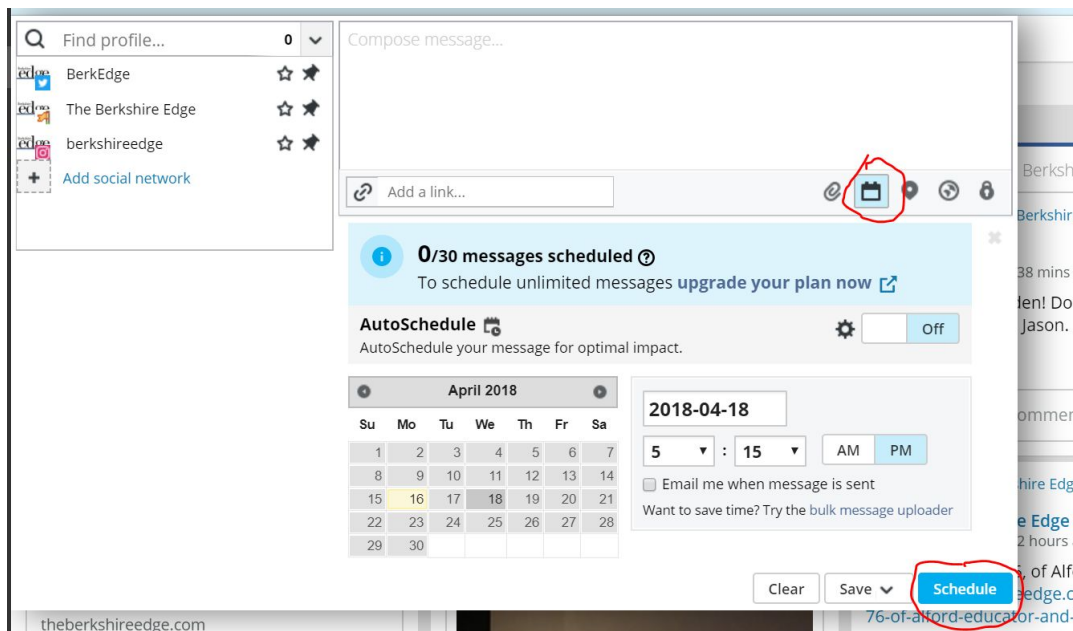
2. Select a social profile you want to post to



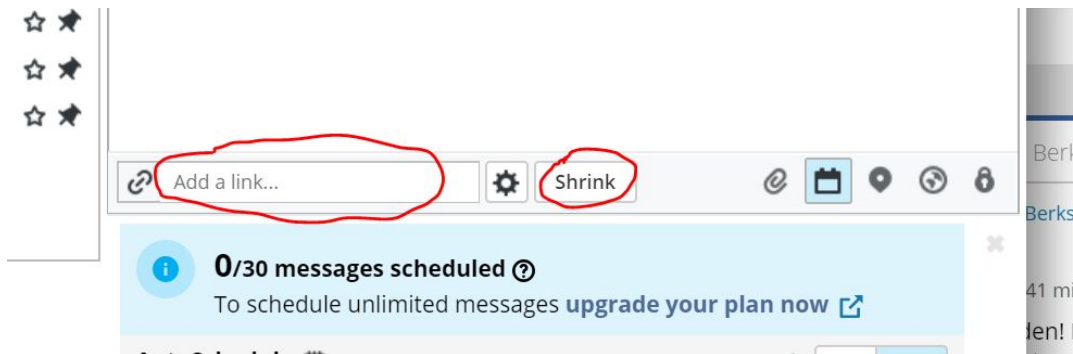
3. Type your message in the text box
4. To add media, click the paperclip and select media from folder to download



5. To schedule for a specific time and day, click the calendar and hit “schedule” when date is selected. If you want to save for later, hit “save,” which will become drop-down menu. Select, “Save as draft.”



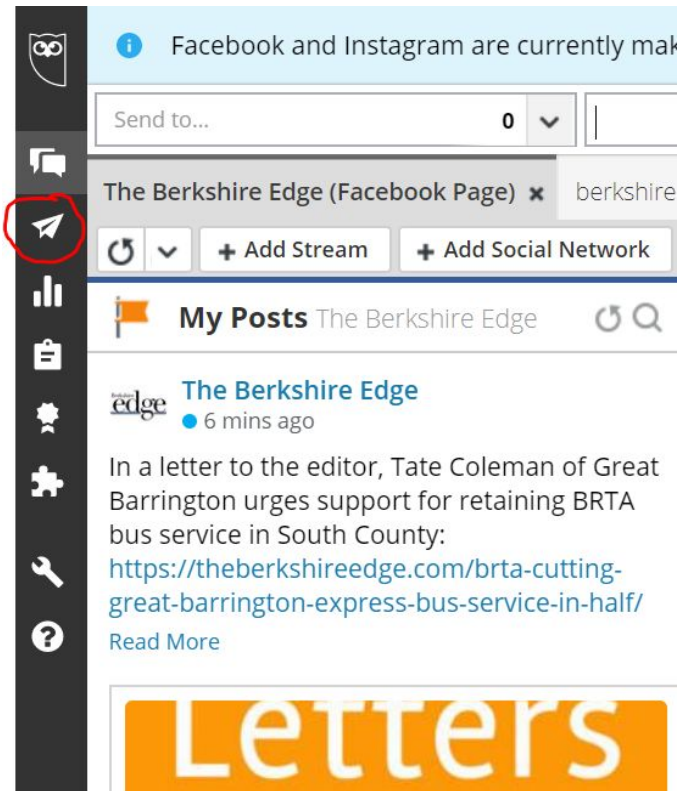
6. Don't forget to add the link to the message! Click “shrink” if the link is too long.



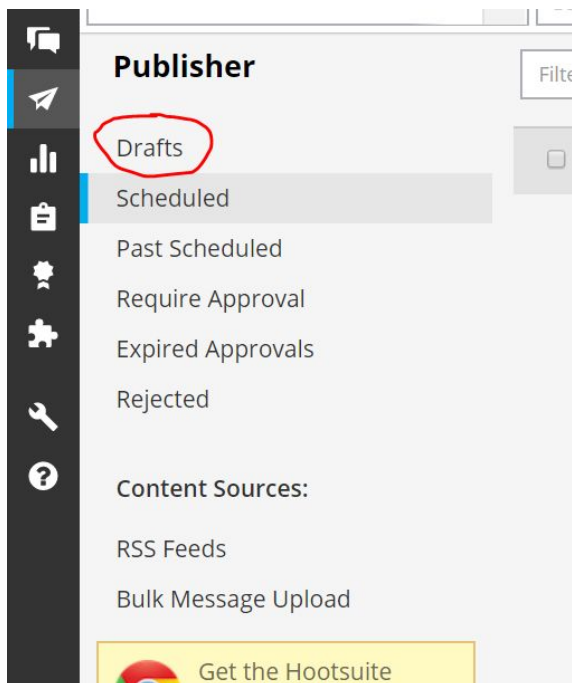
7. You're done! When the scheduled time rolls around, it will publish, OR if you saved the message to “drafts” it will be saved to drafts.

To edit or publish drafts:

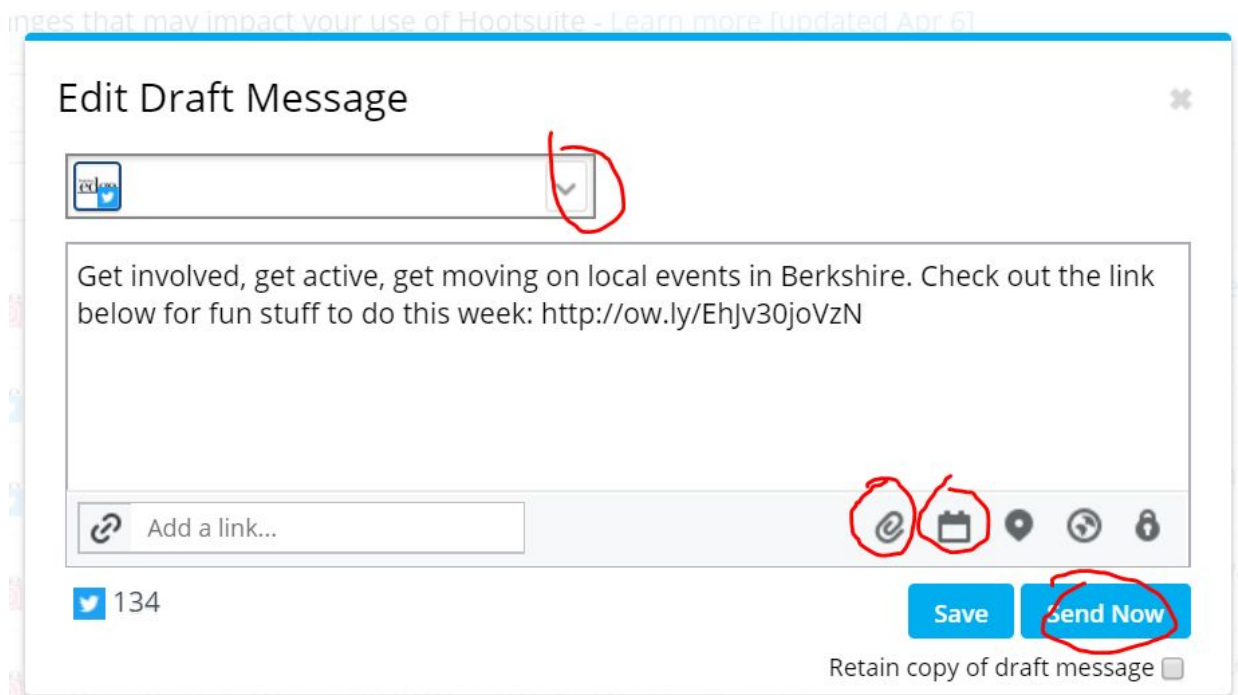
1. Go to “publisher” on the left-hand side. This is shaped like a paper airplane.



2. Navigate to “drafts”



3. Find the draft you want to edit. On the far right of that draft's tab, there will be a little pencil icon. Click on it.
4. Once the draft is selected, you can change or add social profiles, attach media, schedule, or publish immediately by clicking "send now"



5. You're done!

To edit scheduled posts:

1. Navigate to Publisher, and then onto drafts (the paper airplane icon).
2. You will automatically be directed to the scheduled drafts screen.
3. Click on the pencil icon next to the post you wish to edit.
4. Change the information you wish to edit, and either select "save" or "schedule."
5. You're done!