Social Media
“The Big Ask”

- Share Main Account Content

- Use the Hashtag #PHXSummer

- Use the website Phoenix.gov/Summer
Branding Pictures

- Attach “Summer Safety” to all social pictures when talking about ...
  - Heat
  - Monsoon
  - Driving/Transportation Safety
  - Swimming
  - Outdoor Activities
  - Etc....
Log into Canva.com
Select the “Create a Design” button
Under “Social Media Posts” select “Square Social Media Graphic”
A new screen will open. Selected “Uploads” on left panel
Select “Upload Your Own Images” to pick the photo you will use and adjust it to fill the square.
Choose the picture you want to use
Repeat the previous step to upload the Summer Safety Logo.
You can position the logo to fit into the bottom right corner of your picture
Cell Phone App Version
Download the Canva App and log in to your account
Select the Instagram post and then select the “Blank” option.
Tap on the white screen to choose which picture to import from your Camera Roll.
Now that your photo is positioned, in the bottom right corner, press the ‘+’
Press the “Logos” to insert the **Summer Safety Logo**
Now you can adjust the size and position of the Logo to the bottom right corner.
Press the “Share” button in the top right corner to save the photo to your camera roll or to send straight to social media.
Any Questions?