

SCHOOL MARKETING 101

Your Guide to Better Brand Assets for
Your School.

TEACHER RESOURCES



SCHOOL MARKETING 101

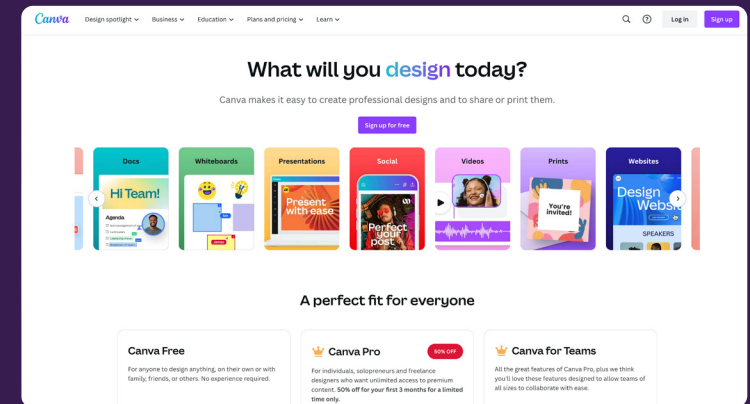
Your Guide to Better Brand Assets for Your School.

This guide is here to help you navigate Canva as you draft your own documents and Social Media posts and more for your school using the provided templates. This guide will walk you through everything you'll need to know, from setting up a Canva Educator account to accessing LDOE's library of templated resources. These resources allow you to maintain consistency across all content that your school is producing. Our goal is to make the marketing process as easy as possible while still creating beautiful, professional content that makes a difference for students, teachers and parents alike.

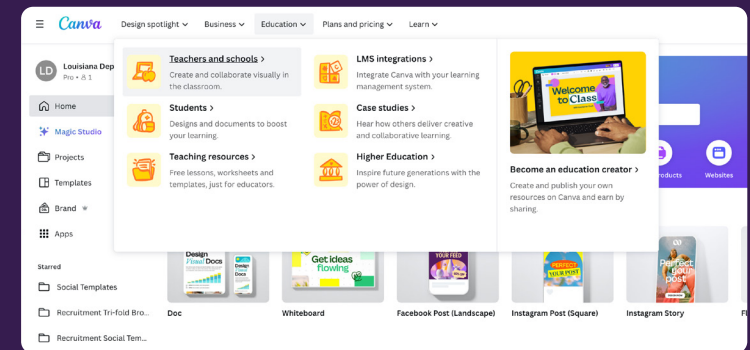
How to make a Canva Account:

1. Visit www.canva.com
2. Click "Sign up" in the upper right-hand corner
3. Click "Continue with work email"
4. Enter the email that is relevant to your use of Canva
5. After you enter your email address, a code will be sent to that address
6. Check your email and enter the code you received into Canva
7. You're logged in!
8. Canva offers Canva premium services completely free for teachers and students at eligible schools
9. In order to access these features, hover over the **"Education"** tab at the top of the page. In the drop-down box, select **"teachers and schools"**
10. Click **"get verified"** under **"teachers"** in the middle of the screen. Here, you will have to provide your information, including proof of a teaching credential and current employment.
 - Fill out the information on the first page of the form, including your name and the relevant school
 - On the second page of the form, drag and drop a document or photo of a document, that shows your teaching qualification or employment status
 - Click "submit"
 - Canva will contact you, and give you the necessary information and provide next steps to access your Canva for Education account

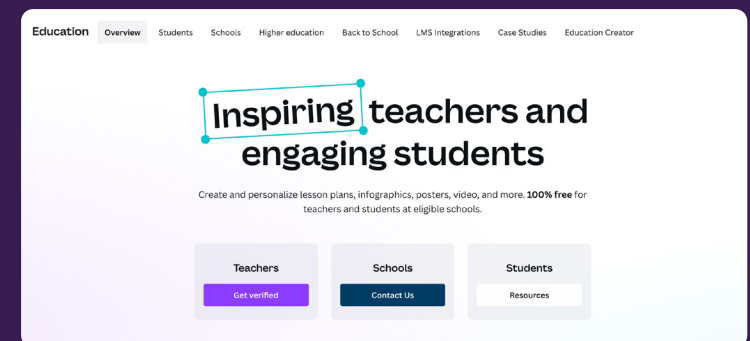
SIGN UP FOR CANVA



FIND THE EDUCATION TAB



GET VERIFIED UNDER TEACHERS



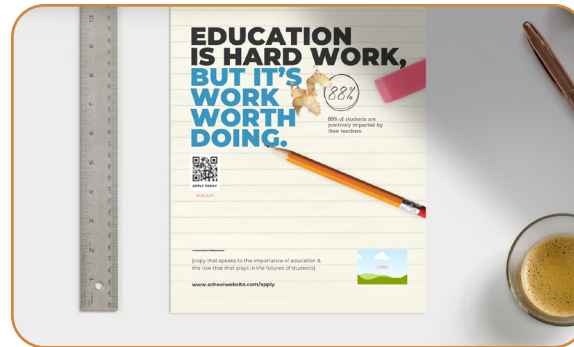
IMPACTFUL RECRUITMENT CAMPAIGN:



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How to Access Templates from the LDOE Account:

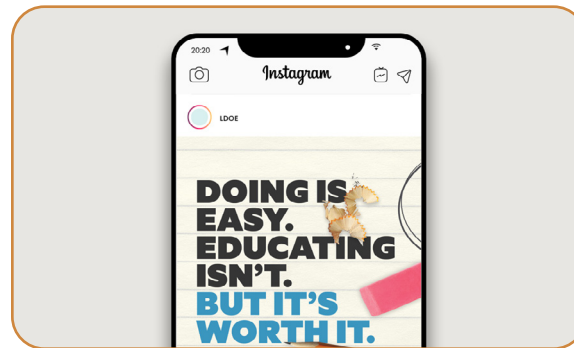
1. To access LDOE's Templates, click the relevant links
2. Once the Canva document opens, click "file" in the top left corner. Next, click "make a copy"
3. This will redirect you to an editable copy of the templates



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ASPIRATIONAL ADVERTISING CAMPAIGN:



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Other Helpful Information and Tutorials

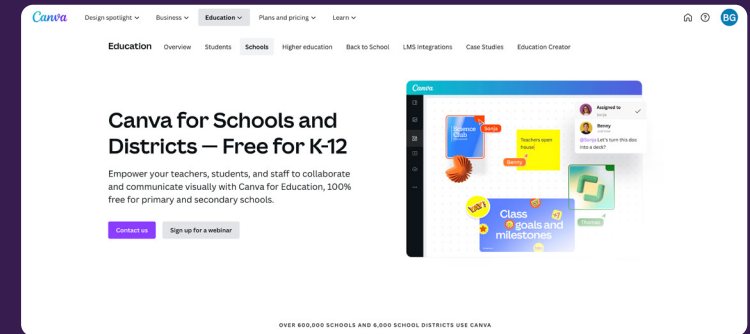
Sign up for a webinar (made for school or school district administrators interested in deploying Canva for Education in their primary and secondary institutions)

1. Visit www.canva.com
2. Log in
3. Hover over the "Education" tab at the top of the page. In the drop-down box, select "teachers and schools"
4. Click on the "schools" tab from the "Education" bar at the top of the page
5. Click **"sign up for a webinar"** in the middle of the page
6. This will navigate you to a page explaining that weekly webinars are available to learn how the program works
7. Again, click **"sign up for a webinar"**
8. This will direct you to a page that lays out the topics covered in the webinar. On this page, **click "register now"**
9. Click "get verified" under "teachers" in the middle of the screen. Here, you will have to provide your information, including proof of a teaching credential and current employment.

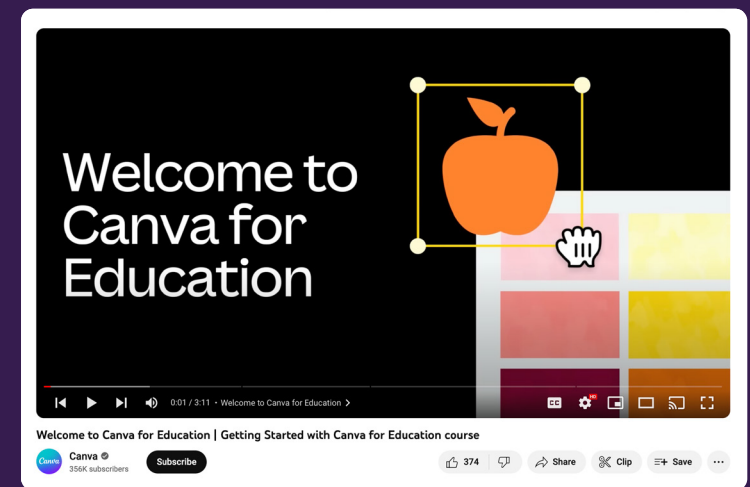
- [**Getting Started with Canva Education course**](#)

- [**Canva Tutorials**](#)

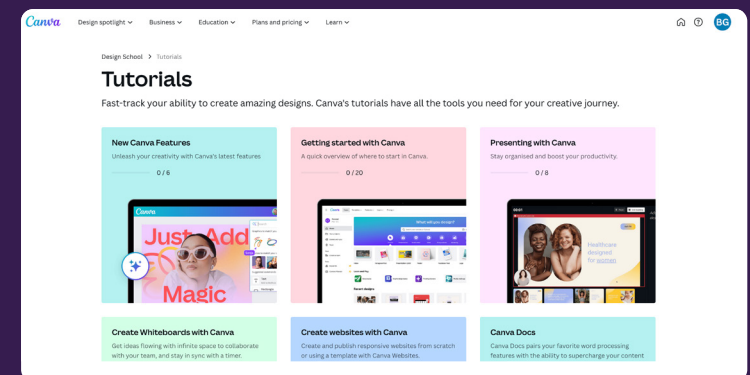
SIGN-UP FOR A WEBINAR



CANVA EDUCATION COURSE



CANVA TUTORIALS



THANK YOU!

TEACHER RESOURCES

