

Sample Social Media Posts Created Using Canva.com

Here are **4 examples** of how to pull key elements from your existing messaging to tell a compelling story using the social media templates at www.Canva.com

Sample #1

This graphic was created using the following testimonial on REACH, Inc.'s profile:

I'm a REACH Read Aloud Reader and while visiting one of our partner shelters, I decided to bring some extra Christmas themed books for the children. A four year old little girl walked up to me and asked, "What is in your red bag? I said, "I'm delivering books for Santa. Do you want a couple of books?" "Yes!" she exclaimed and chose Cinderella and Frozen. With great excitement, she held them up and showed them to one of the shelter workers and said, "I knew Santa would find me!"



Sample #2

This graphic highlights key messages from HNNCSB's profile. The statement is a good example of how to succinctly include elements of a compelling story (why they exist, who they serve, and how the community is better because of the services they provide) in a brief 2 sentence statement:

In 2017, the Hampton-Newport News Community Services Board served over 15,000 children, adolescents, and adults annually who are impacted by mental health, addiction, and developmental disabilities. Of those we served, over 4,400 were uninsured and would have gone untreated.



Sample #3

C.H.I.P.'s (Children's Health Investment Program) mission is to build a healthy community by building a healthy child, with the vision that all children enter school healthy and ready to learn and succeed.

To create this graphic we pulled key information from their website to create this message that includes the necessary compelling storytelling elements to capture donors:

- a compelling picture (depicting who they serve/help)
- a sobering statistic highlighting the issue (why people should care) they are addressing
- a strategy (how the community is better because they exist) to fix the problem
- an ask (the action you want them to take) and why (the difference the donor will make)



37%
of children in
Hampton Roads
live in poverty.

The first 2000 days of life lay the foundation for a child's future health, academic and workplace success.

Donate to C.H.I.P. and provide them success!

Sample #4

Naro Expanded Video Archival Library

