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# COMMUNICATION GUIDELINES

## How to use Canva

Updated: March 20, 2024

## HOW TO USE CANVA

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### WHAT IS CANVA?

We have been asking ministry leaders to design ads for the bulletin, screens and MQP Messenger using the website Canva.com, a free, easy to use, graphic design website. Thank you for stepping out of your comfort zone and learning this program! We hope that as ministries learn Canva it will help to unify our advertisements at MQP. We also hope this will help your ministries be sustainable as ministry leaders move on. The advantage with Canva is they can pass on the Canva login to the next ministry leader, containing all of your ministry's advertisements, and that ministry leader can teach the new volunteer how to use this easy design program.

### HOW DO I USE CANVA?

1. Simply go to Canva.com to set up your free account.
2. Watch this "How to" video, or feel free to find another you like on YouTube. [youtube.com/watch?v=kunvwCIAMkU](https://www.youtube.com/watch?v=kunvwCIAMkU)
3. Be mindful of the size you are creating for the channel. See table on page 3, and learn more Canva tips at: [mqp.org/communications](https://mqp.org/communications).
4. See a step-by-step guide to Canva at: [mqp.org/communications](https://mqp.org/communications)

***\*\*Please note: If you want one design advertised across multiple channels, you can submit your item in one size, and the Communications Team can resize it for the other channels you have requested using the form.***

***If you have any question about using Canva, we would be happy to help. Simply email: [communications@mqp.org](mailto:communications@mqp.org)***

## CHANNELS OF COMMUNICATION

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CHANNEL	WHEN OUT	HOW LONG ON CHANNEL	CANVA SIZE NAME
MQP Messenger	Thursdays	3 times maximum (unless directed by Pastor)	Instagram Post
Bulletin	Sat. Vigil & Sun. Mass & online	3 times maximum (unless directed by Pastor)	Instagram Post
Vestibule Screens	Sat. Vigil & Sun. Mass	3 weekends maximum (unless directed by Pastor)	Facebook App Ad
YouTube Slides	Before every Mass	3 weeks maximum (unless directed by Pastor)	Facebook App Ad
Pulpit Announcement	Sat. Vigil & Sun. Mass	3 times maximum (unless directed by Pastor)	Not Applicable
Website	Varies	3 weeks maximum (unless directed by Pastor)	Instagram Post
Vestibule Posters	Varies	3 weeks maximum (unless directed by Pastor)	+Custom Size 11 x 16 inches

**\*\*Please note: The 3 weeks for an item to be advertised do not have to be consecutive weeks.**