



CONTENT CREATION BOOTCAMP: MASTERING CANVA & SOCIAL MEDIA



This course empowers businesses to use social media and Canva effectively. The training will cover social media content planning and analytics. This training will also cover Canva's features, design principles, and strategies for optimizing content bringing you business exposure and lead creation.

COURSE OUTLINE

Social Media Outline:

- Introduction to Social Media
- Facebook and Instagram
- "X" and LinkedIn
- Threads
- Content Creation and Planning
- Engagement and Analytics
- Final Project and Implementation

Canva Mastery Outline:

- Introduction to Canva
- Basic Design Principles
- Creating Social Media Graphics
- Advanced Features of Canva
- Branding and Marketing Materials
- Final Project and Review



DETAILS

JAN. 15 - FEB. 5, 2025

- Wednesdays
- 9:00 am - 12:00 pm each day

\$40 ETP PRICE

\$299 REGULAR PRICE



**REGISTER AT OUR
WEBPAGE:**

www.cos.edu/trainingcenter

Contact us with questions:

- trainingcenter@cos.edu
- 559.688.3130

"Definitely helpful! Thank you for the tips and tricks to starting and maintaining smart, relevant, and useful social media sites!" - Previous trainee