

USING AI TOOLS WITH CANVA

AI AS A HELPER FOR SOCIAL MEDIA

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Trust the force

INTRODUCTION

THE ROLE OF AI IN MODERN BUSINESS & MARKETING

ChatGPT isn't just for tech experts. When paired with Canva and Meta's scheduling tools, it can help business owners plan posts faster, create graphics easily, and stay consistent on social media without overthinking.

What We'll Cover Today

- Use free ChatGPT for post ideas and captions
- Pair ChatGPT with Canva to design social posts
- Build a simple weekly social media plan
- Schedule posts using Meta Business Suite

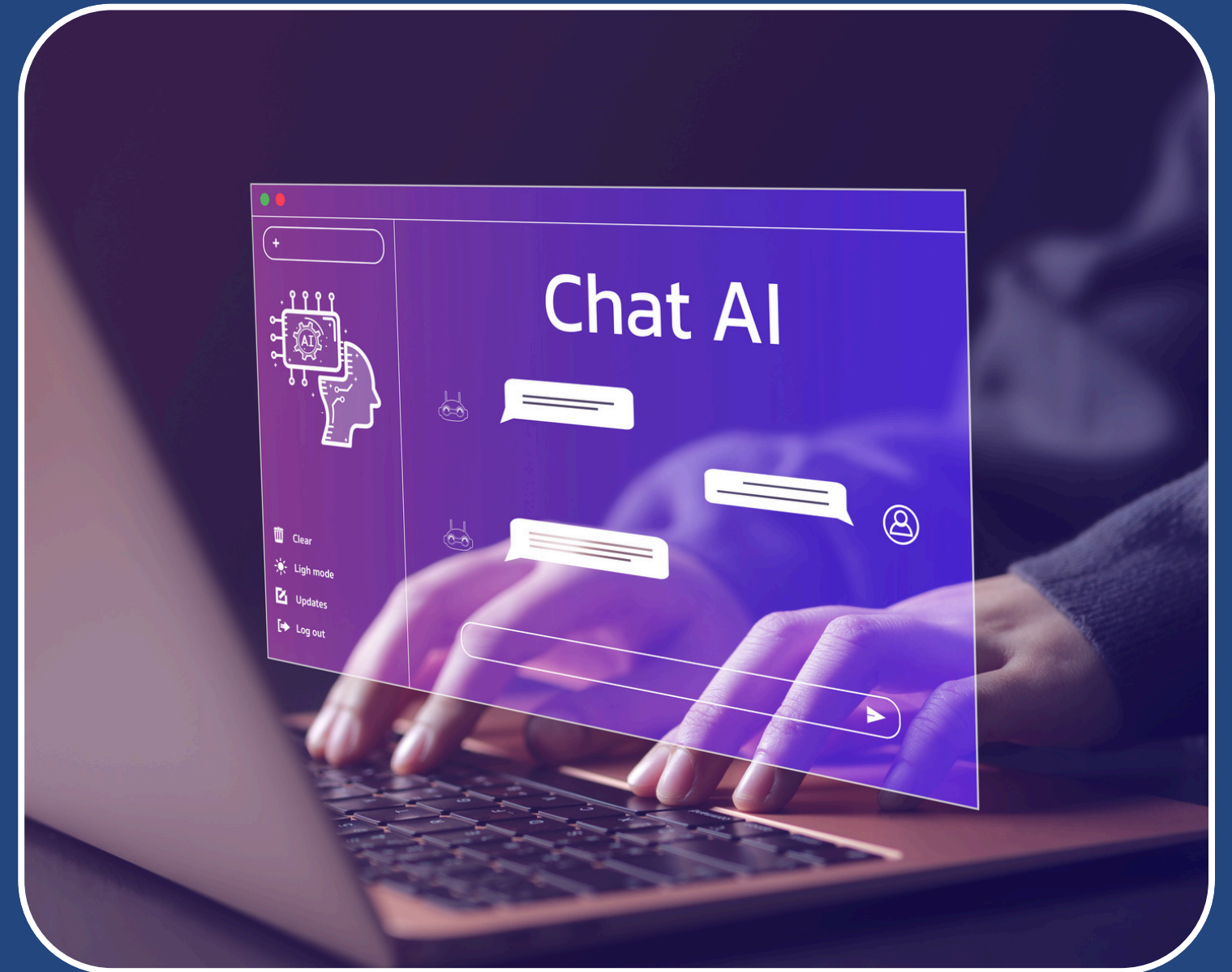


WHY USE CHATGPT FOR SOCIAL MEDIA?

ChatGPT helps business owners save time by generating post ideas, captions, and simple content plans that pair easily with Canva and scheduling tools.

WITH CHATGPT, YOU CAN QUICKLY:

- ✓ Generate social media post ideas
- ✓ Write captions in minutes
- ✓ Plan a simple weekly content schedule
- ✓ Rework posts to sound more on-brand



THINK OF CHATGPT AS YOUR CONTENT BRAIN —
YOU STILL CONTROL THE POST.



GETTING STARTED WITH CHATGPT

How to Sign Up

- Go to chat.openai.com or download the ChatGPT app
- Click Sign Up → use your email, Google, or Apple login
- Free account is enough to begin

Basic Layout Overview



📁 Sidebar – list of your past conversations



⚙️ Settings – adjust preferences & privacy



💬 Message Box – where you type your prompts



🧠 Free vs. Paid – Free works great; Paid has memory, folders, and extra features



What you'll see on the home screen

When you first log in, you'll see:

- A big box to type your question
- A sidebar with your chats

It's simple: type → Enter → response.



LET'S BUILD YOUR CONTENT SYSTEM

We're not here to learn every feature — we're here to create content you can actually use.

Today we'll move fast and focus on a simple, repeatable workflow that works for real businesses.

WHAT WE'RE DOING NEXT

- Create your first ChatGPT prompt
 - Generate social media captions
- Pair captions with Canva graphics
 - Prep posts for scheduling in Meta

Simple beats perfect. You can refine later.

WRITING BETTER PROMPTS

A prompt is what you tell ChatGPT to do.

Clear prompts = better captions, ideas, and results.



✗ Bad Prompt: Write a social media post.

✓ Good Prompt:

"I am a small business owner.

You are a social media manager.

Write a friendly Facebook post promoting my services to local customers."

🎭 Tell ChatGPT "You are..."

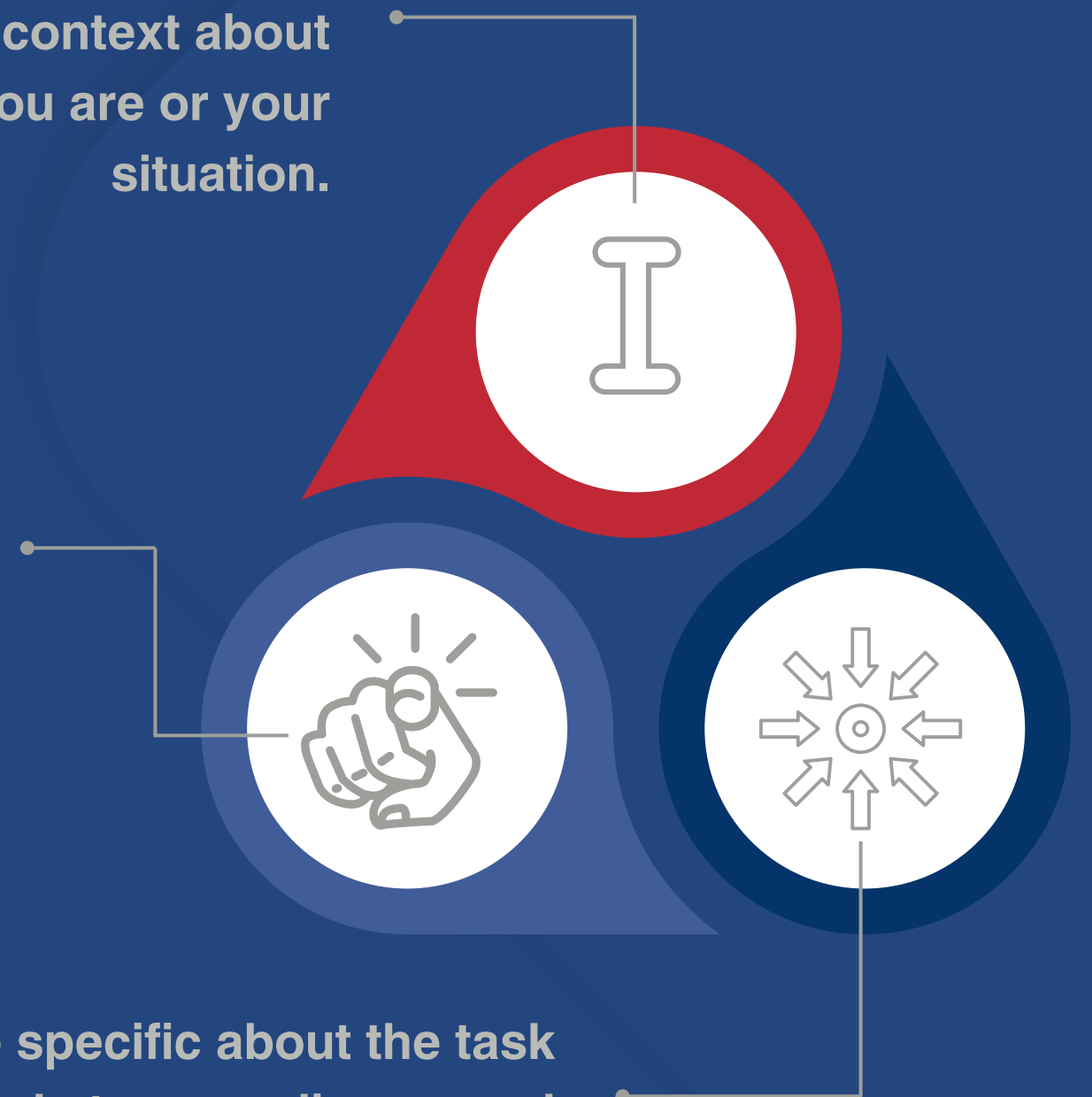
Assign a role (teacher, mechanic, event planner, etc.).

🗨️ Start with "I am..."

Give context about who you are or your situation.

🎯 Be specific about the task

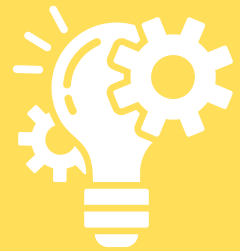
Include tone, audience, and details.



LETS DO SOME EXAMPLES

MAKING PROMPTS EVEN STRONGER

Once you've practiced writing clear prompts, there are a few extra tricks that make ChatGPT even more useful. These will help you get longer, more organized answers without sending your question too early or losing track.



- ✓ Use Shift + Enter → Add line breaks to space out your prompt before sending.
- ✓ Give step-by-step instructions → Ask ChatGPT to explain in parts, lists, or tables.
- ✓ Label your chats → Rename conversations so you can easily find them later.



**LET'S TRY TYPING A
PROMPT TOGETHER USING
SHIFT + ENTER TO MAKE IT
STEP-BY-STEP.**

CANVA: TURN IDEAS INTO POSTS

Now that you have post ideas and captions, Canva helps you turn those words into visuals. Canva includes ready-made templates for all major social platforms, so you don't have to design from scratch.



What We'll Focus On

- Canva social media templates
- Matching captions to visuals
- Facebook posts first (our main focus today)
- Quick look at other formats like Instagram and Reels

What to Know

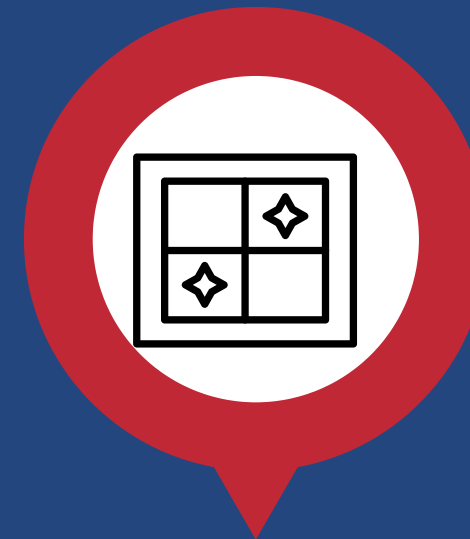
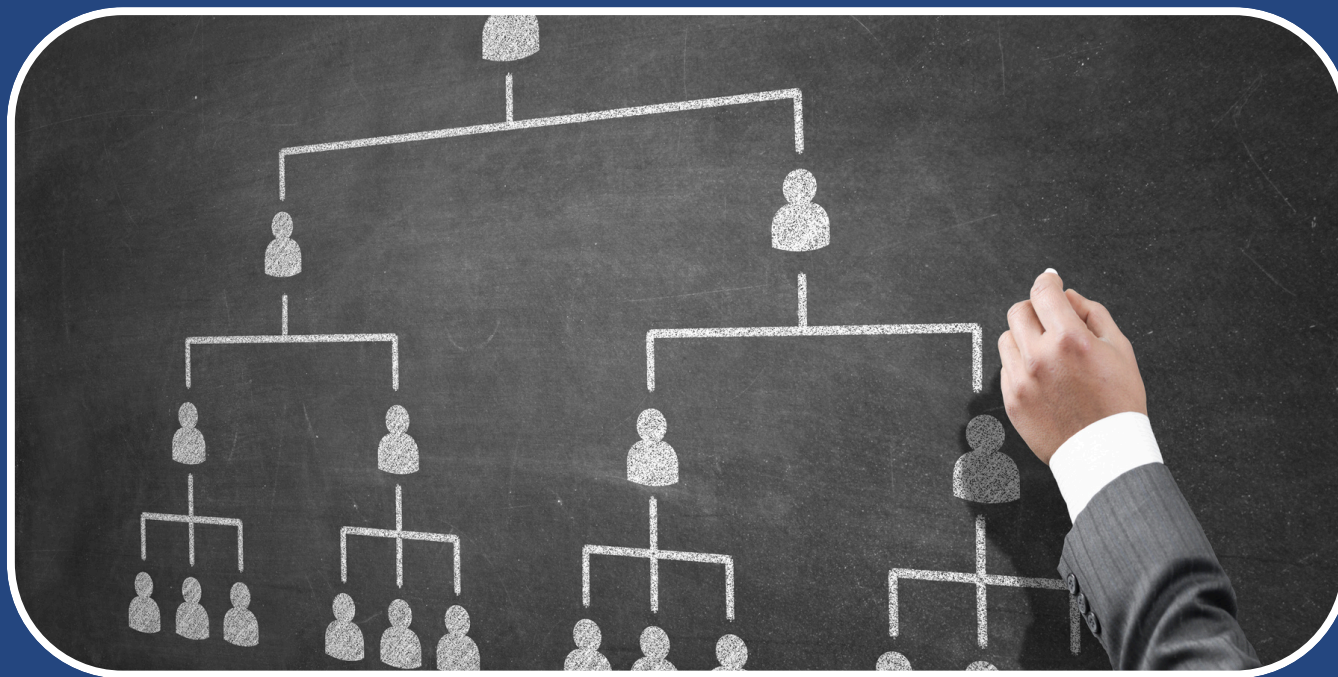
- One caption can work across platforms
- Templates keep your posts consistent
- You can reuse and duplicate designs each week



LET'S DO SOME EXAMPLES

USING SCREENSHOTS WITH CHATGPT + CANVA

Screenshots help ChatGPT understand what you're looking at so it can give better guidance when choosing templates and filling in designs.



Windows

- Snipping Tool → Search “Snipping Tool” and click New
- Shortcut → Windows + Shift + S



Mac

- Full screen → Command + Shift + 3
- Select an area → Command + Shift + 4



Phones / Tablets

- iPhone → Side Button + Volume Up
- Android → Power + Volume Down

How We'll Use Screenshots Today

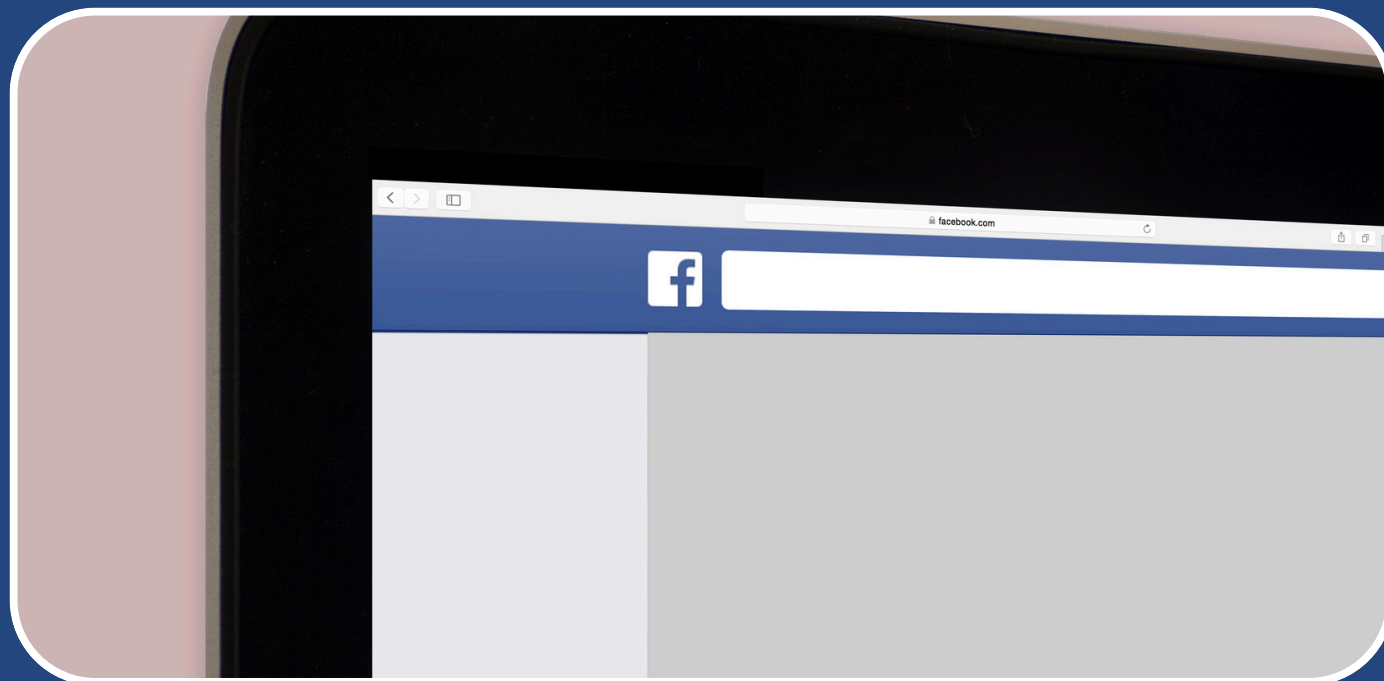
We'll use screenshots to show ChatGPT Canva templates, choose the best layout for a caption, and help fill in the text quickly and accurately.

LET'S DO SOME EXAMPLES

USING META BUSINESS SUITE

Meta Business Suite is where you schedule and manage posts for your Facebook business page. It connects your content and calendar in one place so you don't have to post manually every day.

Today we'll use it to take the captions and graphics you created and schedule them as Facebook posts for the week.



Business Page



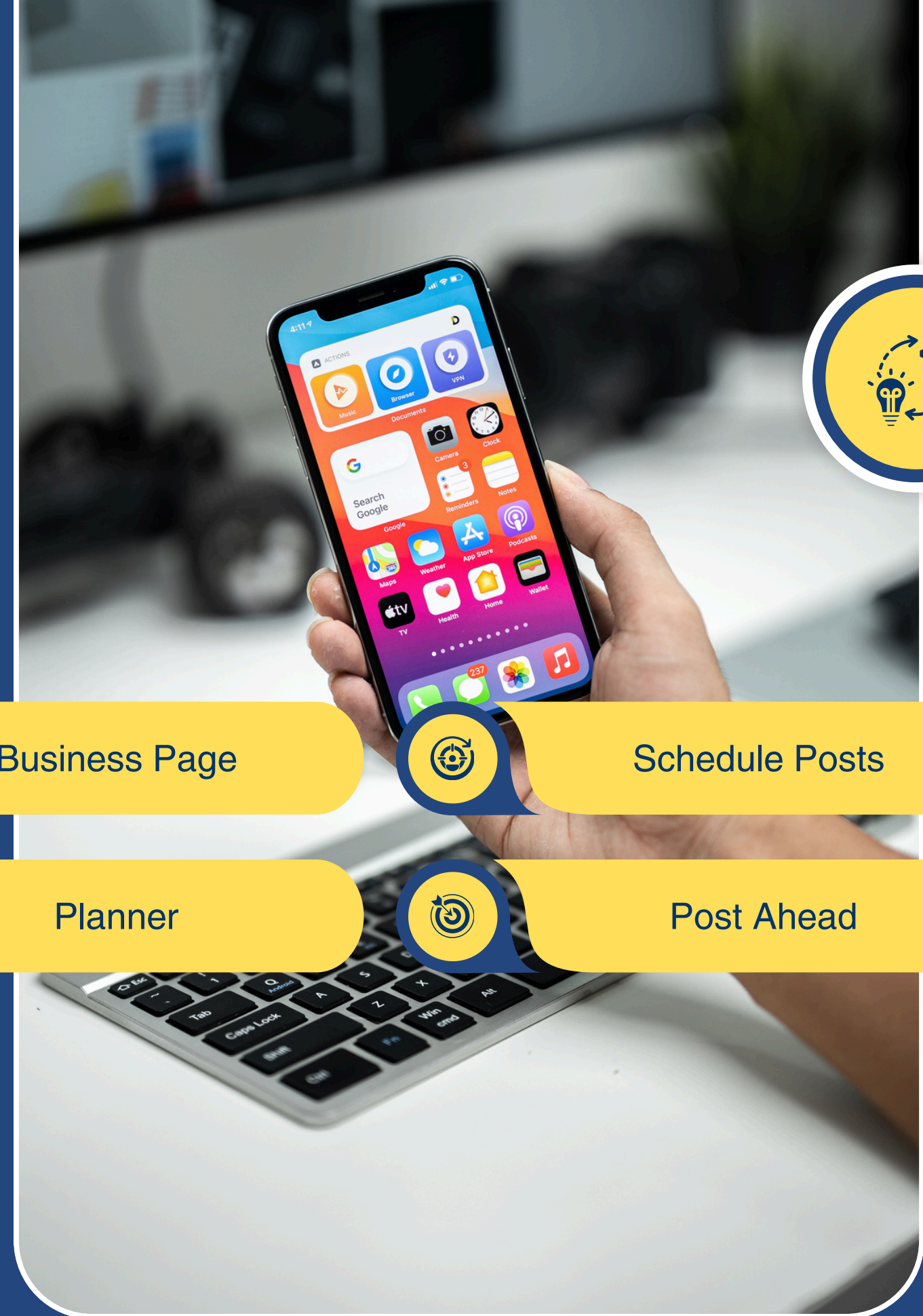
Schedule Posts



Planner



Post Ahead



**GO TO
BUSINESS.FACEBOOK.COM
TO ACCESS PLANNER**

YOU DID IT — HERE'S WHAT YOU BUILT

Today you:

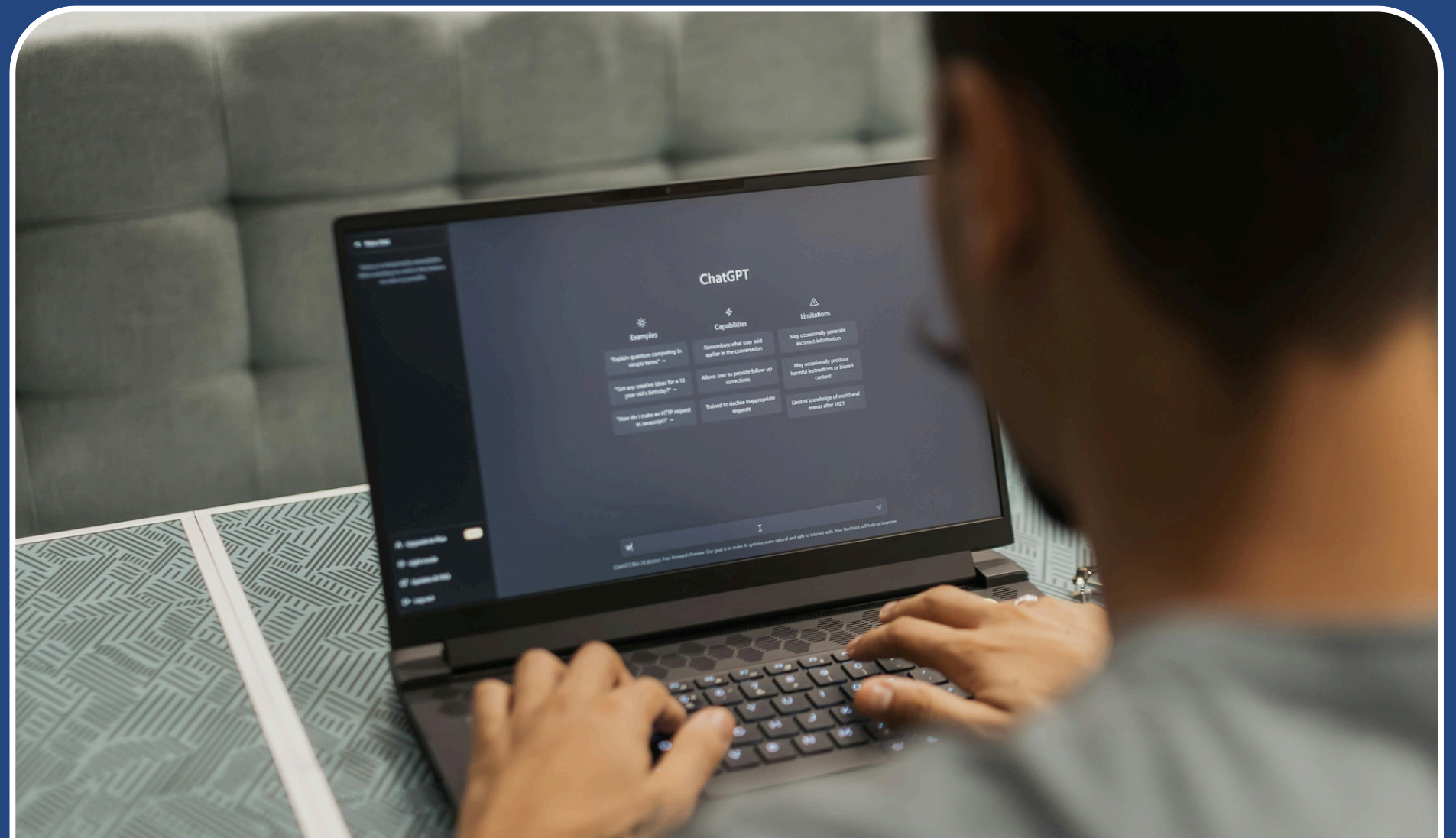
- Created a free ChatGPT account
- Generated social media captions and ideas
- Paired captions with Canva templates
- Scheduled (or prepared) Facebook posts for the week

What to Do Next

- Reuse this process weekly
- Duplicate Canva designs instead of starting over
- Adjust captions as your business changes

Remember

Simple and consistent beats perfect.



THANK YOU

📌 Practice a little each day — that's how you get comfortable.

📌 Remember: Better prompts = better answers.

📌 Explore free first, then upgrade only if you need extra tools.

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