

Canva + AI for Social Media: Workbook

Use this workbook to build a repeatable weekly social media system: plan the week, write captions with AI, turn the best ideas into Canva graphics, and schedule posts in Meta Business Suite.

1. Business Context Prompt

Business name	
What the business offers	
Best customer	
Location or service area	
Brand voice	Friendly, professional, warm, bold, calm, or another clear voice.
Goal this month	Bookings, calls, sales, store visits, followers, reviews, or awareness.

Copy/paste prompt

I own a business called [BUSINESS NAME]. We offer [OFFER]. Our customers are [AUDIENCE]. We are located in or serve [LOCATION]. Our brand voice should feel [VOICE]. Our goal this month is [GOAL]. Help create social media content that feels local, useful, and easy to understand.

2. Weekly Post Mix

Helpful post 1	
Helpful post 2	
Community or behind the scenes 1	
Community or behind the scenes 2	
Promotional post	

3. Caption Refinement

Original AI caption	
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What needs changing	Too long, too generic, too salesy, not local enough, unclear CTA.
Final edited caption	

4. Canva Design Checklist

Graphic headline	Three to eight words.
Supporting line	One short line only if needed.
Call to action	Two to six words.
Photo or visual	Real business photo, product/service image, simple icon, or branded background.
Readability check	Can someone read it on a phone in two seconds?

5. Screenshot Workflow

Screenshot shared with AI	Canva search results, chosen template, or draft design.
Question asked	Which template fits this caption? What headline should go on this design?
Final decision	

6. Meta Scheduling Plan

Post 1 date/time	
Post 2 date/time	
Post 3 date/time	
Post 4 date/time	
Post 5 date/time	

7. Weekly Review

Best performing post	
What got messages, calls, clicks, or comments	
What to repeat next week	

What to stop doing	
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CodeForce help

For social media help, Canva design, AI prompts, scheduling systems, websites, or business technology support, call/text 413-887-4355 or visit [CodeForce.us](https://codeforce.us).