

Social Care Campaign

Social Media Graphic Template

We have created a social media graphic template for you to update and share positive stories/quotes/testimonials about the social care sector. These could be quotes from providers, managers, staff, service users, relatives or partners from the community (e.g. GP's, nurses, local schools). So please feel free to share this across your networks so we can engage more people.

We have created the graphic in a range of sizes for use on different social media platforms. Links to access these templates available at the bottom of this page.

Please note that you will need a Canva account to use this template on www.canva.com (you can sign up for a Canva account for free if you don't have one already).

You will need to insert four elements into the graphic:

- Photo
- Name, title and organisation
- Quote/Message

Remember to use the hashtags **#careaboutcare** and **#shinealight** when posting on social media and tag us on Twitter and LinkedIn **@scottishcare** so that we can reshare! It may be also useful for you to tag other relevant individuals, organisations or partners to gain a larger reach.



Social Media Templates

[Twitter](#)

[Facebook](#)

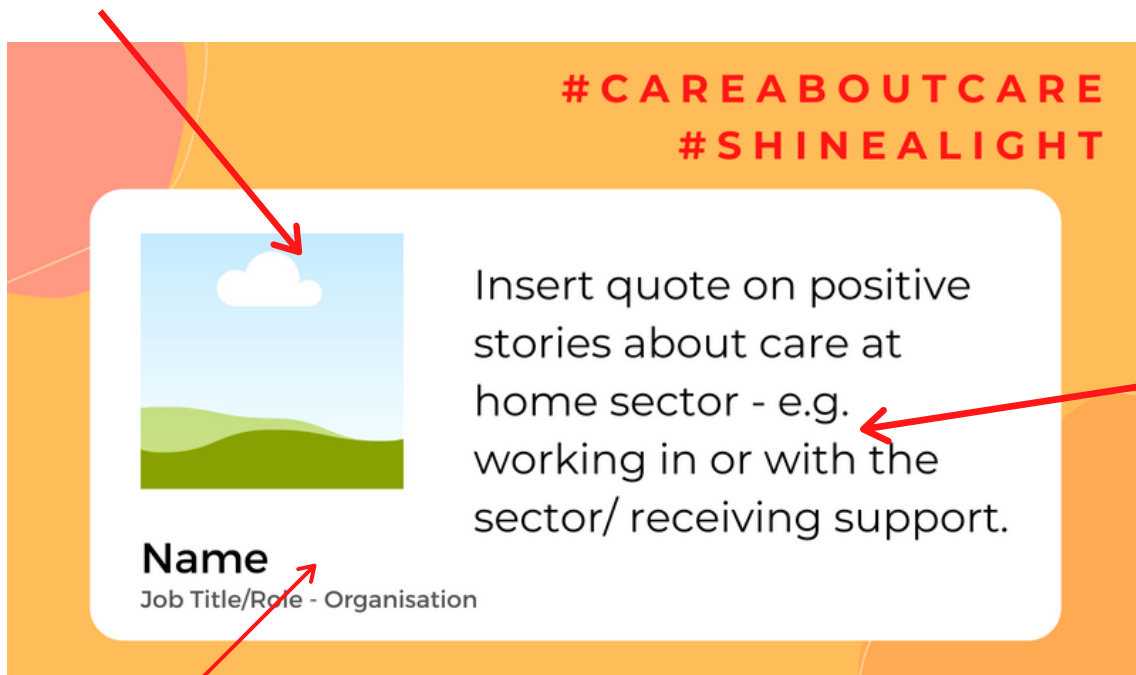
[Instagram](#)

[LinkedIn](#)

Please see below for instructions on how to use template.

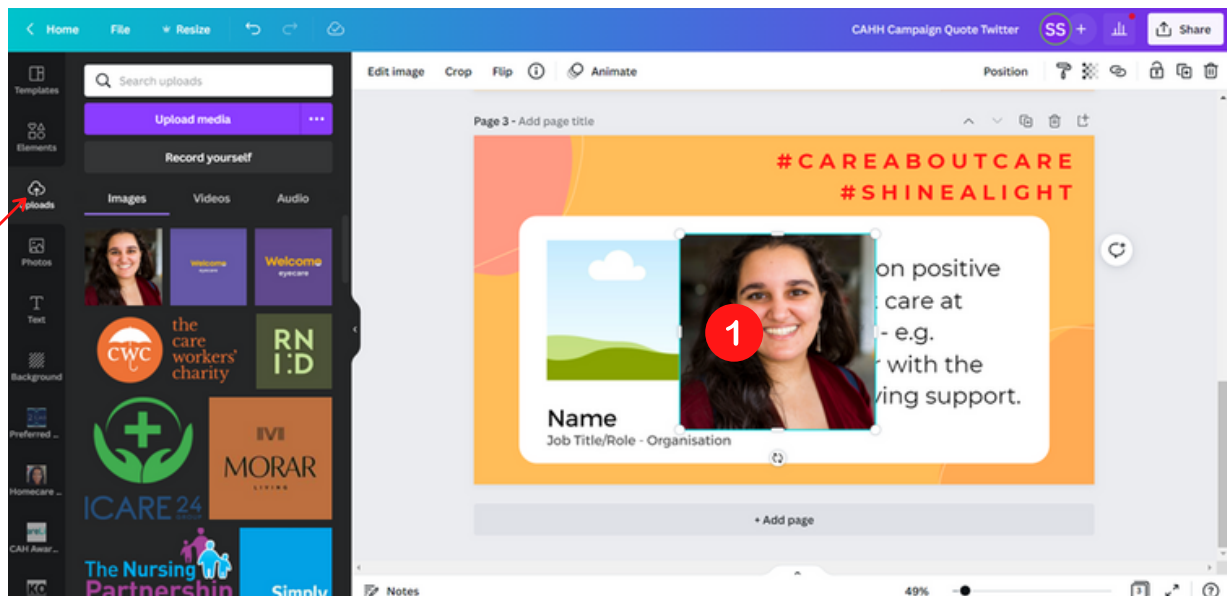
Instructions to use template

Upload photo here



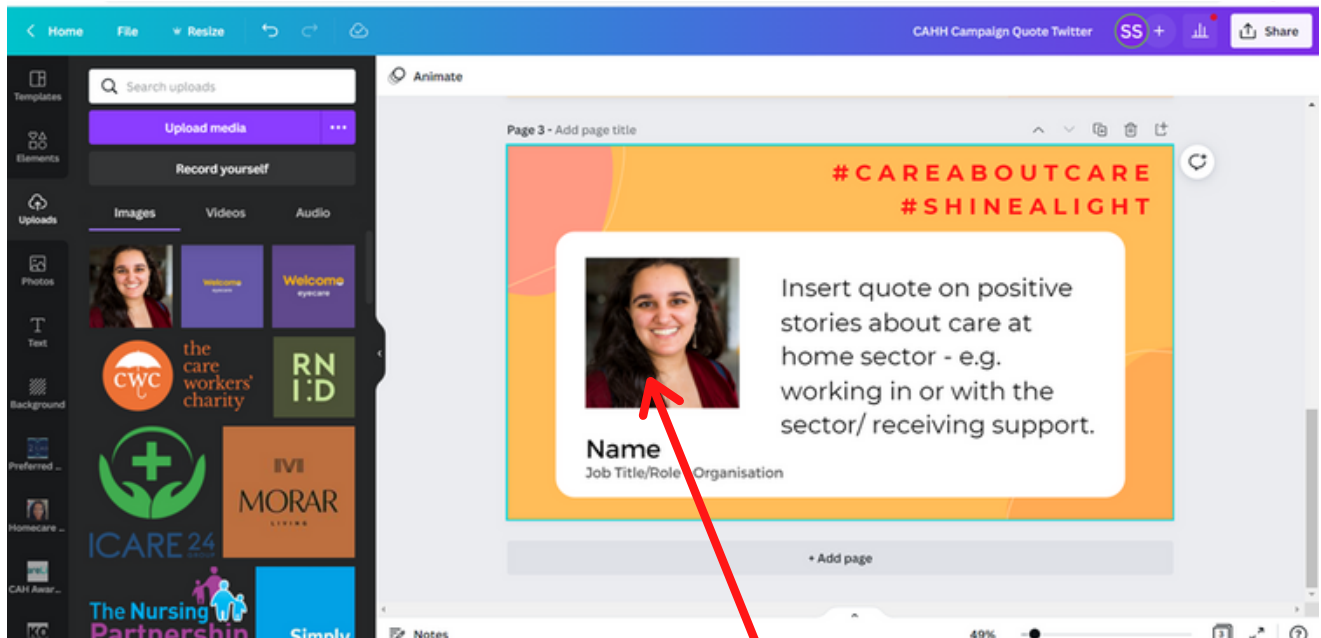
Quote/
message
here

Include name, title and
organisation here

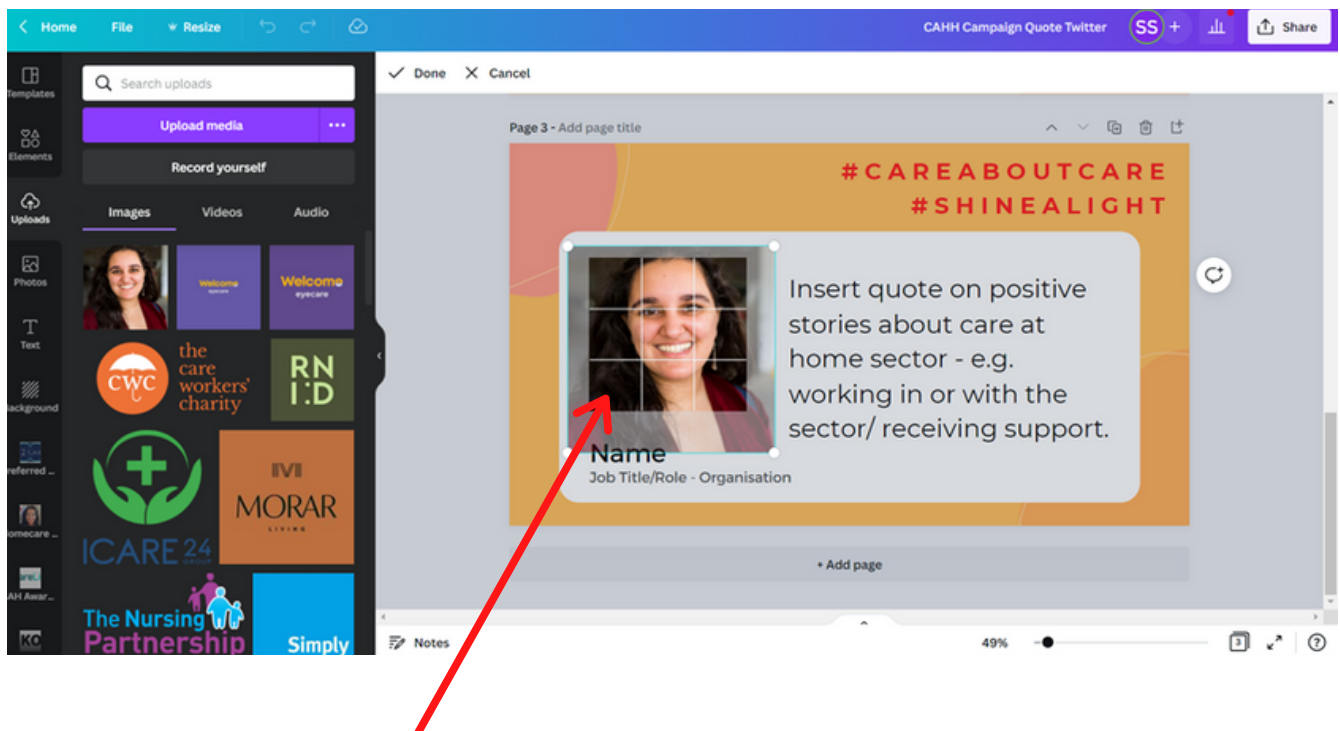


You can upload your photo to Canva in 2 different ways

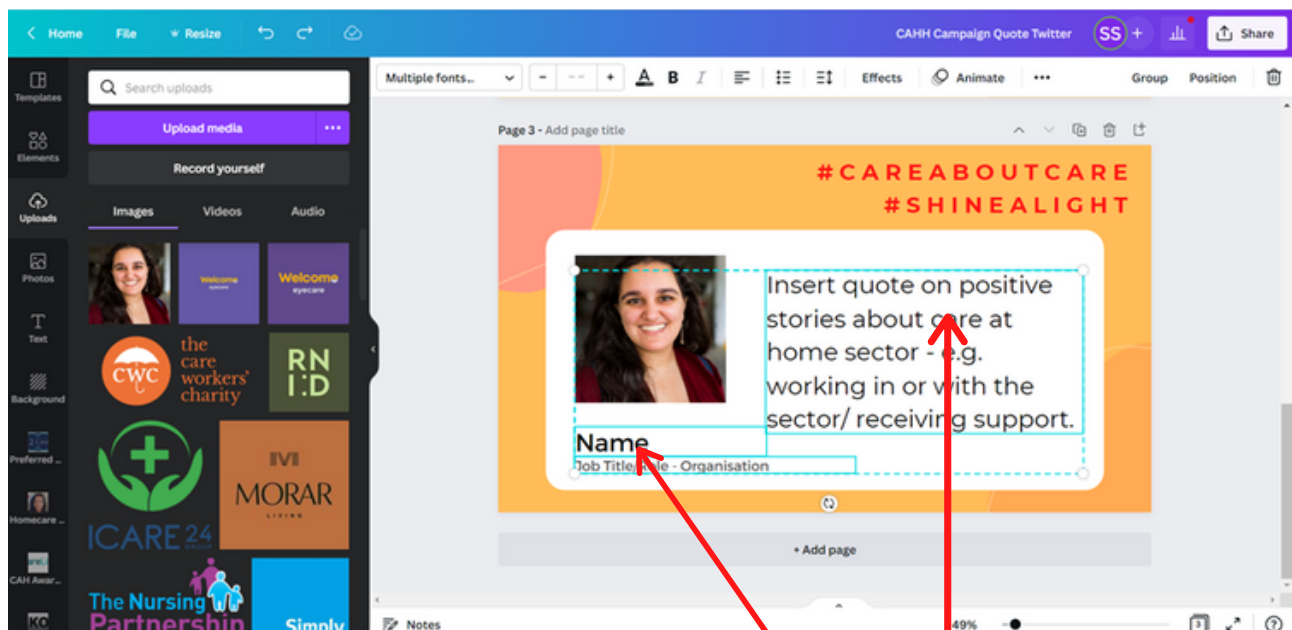
1. Copy and paste the photo or directly drag the photo file from your computer onto the graphic
- or
2. Click **Uploads** and upload from your device then drag the photo from **Uploads** onto the graphic



Drag the photo into the dedicated space and it should 'pop' into place

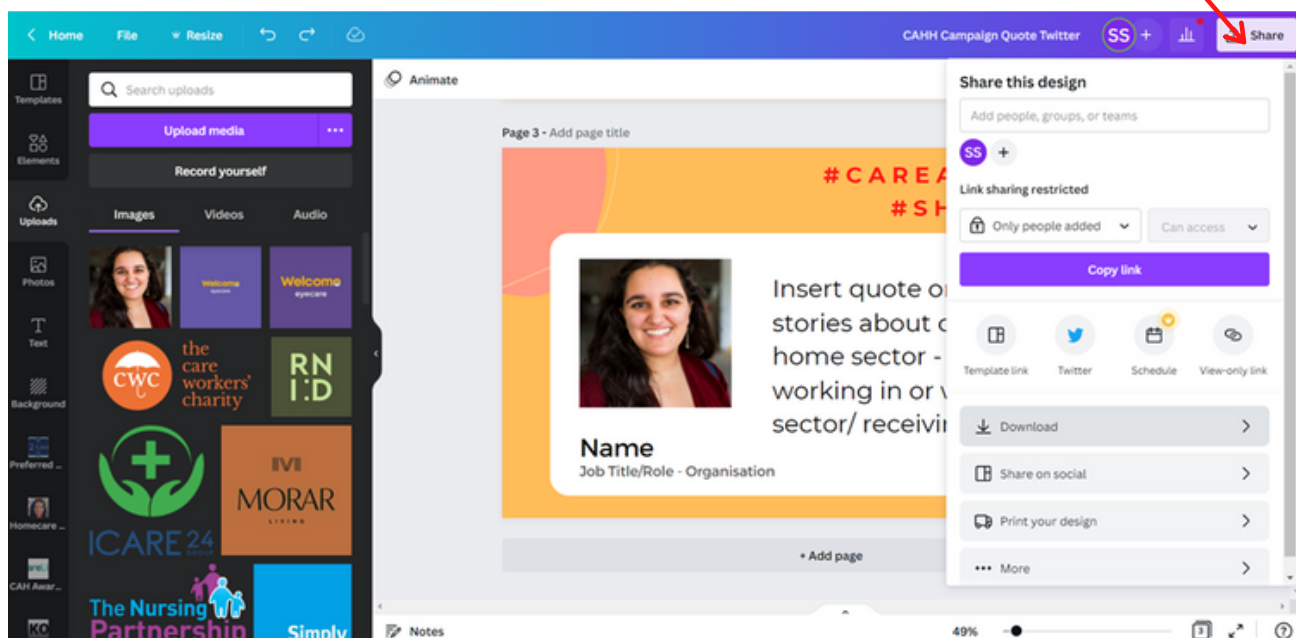


Once the photo is in place, you could also double click on it to position or crop the image.



Double click on text boxes to edit

When the graphic is finished, click the **'Share'** button and then **'Download'** make sure that the **File Type is selected as PNG** before you download it.



That's your graphic ready to be shared on any social media platform of your choice. If you come across any issues at all, please contact comms@scottishcare.org and we will try and assist you.