

Graphics and Engagement for Social Media – Workshop Handout  
Kalia J. Fitzgerald & Esmée Silverman– 2026 GPUS ANM Chicago

SLIDE 1: TITLE

Graphics and Engagement for Social Media

Kalia J. Fitzgerald & Esmée Silverman, 2026 Annual National Meeting, Chicago

SLIDE 2: WHY THIS MATTERS

- Social media grows the Green Party
- One share can reach a future voter
- No design experience needed

SLIDE 3: WORKSHOP GOAL

1. Design a logo (Green Party Tea)
2. Resize images for different platforms
3. Use graphics to drive engagement
4. Share content from other state parties
5. Build a weekly routine under 2 hours

SLIDE 4: DESIGN A LOGO IN CANVA

- Canva.com → free account
- Create design → Logo (square)
- Background color (e.g., dark green)
- Add icon (teacup, leaf)
- Add text (Green Party Tea)
- Save as PNG with transparent background

SLIDE 5: THE BATCH PLAN

- Design all graphics for the week in one sitting
- Use Canva "Resize" to duplicate for each platform

SLIDE 6: RESIZING FOR PLATFORMS

Instagram square: 1080x1080

Instagram story: 1080x1920

Facebook/LinkedIn: 1200x630

X (Twitter): 1600x900

SLIDE 7: DRIVING ENGAGEMENT

- Add a question or call to action
- Example: "Which Green candidate inspires you?"
- High contrast text
- Include Green Party logo or link

#### SLIDE 8: SHARING FROM OTHER STATE PARTIES

Website: [https://www.gp.org/state\\_parties](https://www.gp.org/state_parties)

Steps: Like, Share, Comment on any state party's social post

#### SLIDE 9: PRO TIP – ADD CAPTIONS TO IMAGE FILES

Mac: Command + I → Comments field

Windows: Properties → Details → Comments

Saves time with alt text / captions

#### SLIDE 10: BUILD A ROUTINE

Pick a Content Day (e.g., Sunday 4pm)

Four steps:

1. Review prompt list (2-3 ideas)
2. Write captions first
3. Design in batch
4. Schedule (Later, Buffer, Meta Planner)

#### SLIDE 11: 7-DAY CHALLENGE

- Design one graphic in Canva
- Like and share one post from another state party

#### SLIDE 12: THANK YOU

- Watch Green Party Tea – Sundays 6pm Eastern on YouTube
- Find Kalia and/or Esmée for questions