

Cru Social

June 2023

Welcome to June! Are you craving to learn more about how to use Canva to make quality social media posts and other designs? Many of you have joined [Cru's Canva for Teams](#) to access our [Find More Freshmen](#) resources, but receiving that folder is only the beginning. There are so many amazing things you can do by being a part of this enterprise! Canva just relaunched their [Teams Newsletter](#). This month's edition includes topics and videos about:

1. Canva Design School
2. Managing and organizing content
3. AI features
4. Webinars
5. Testimonials from other companies

I highly recommend you take some time to further this skillset; it will prove beneficial for years to come! In addition to advancing your design expertise, I am offering another opportunity to get together with local social media managers from across the U.S. and share your best practices while learning from others. Our next "Social Hour" call will be on June 21st at 1 PM EST. Reply to this email if you'd like the calendar invite!

June Templates and Resources



National Best Friends Day (June 8): In [this package](#) you will find two story posts that allow you to insert photos of your students and ask a discussion question, one post that shares "characteristics of a good friend," and two posts that share relevant Bible verses about friendship.

Father's Day (June 18): At [this link](#) you will see one animated story image wishing your staff and followers a happy holiday, and one Bible verse image about parenting.

Juneteenth (June 19): Instead of creating my own resources this year, I would like to share [this toolkit](#) with you all. Throughout the website you will find history on Juneteenth, vision as to why you should honor this day*, a step-by-step guide for planning Juneteenth digital marketing efforts, examples of posts from other companies, and helpful resources and graphics to share on social media.

**Note - this is not a Christian resource. Please be sure to cast vision that we also care about these things because we desire to honor the Imago Dei!*

Summer Connect: If your movement is continuing to hold events over the summer, [these templates](#) are for you. There are 5 different graphics that will help you remind students to show up or advertise what's next! If you call your summer meetings by a different name, feel free to make a copy and change the wording.

If you'd like to resize any of these templates to fit a feed post, you can do so in the top left corner of Canva!

Take the Open Seat (submitted by Bill Kollar): U.S. Surgeon General Vivek Murthy recently released an advisory calling attention to the public health crisis of loneliness, isolation, and lack of connection. Use [this content](#) from Take the Open Seat to point your followers to the connections they can have with Jesus and his people that will help them overcome this barrier. You can post the shorter videos as reels on Instagram, and add the YouTube video to your bio for students to explore further. Make sure to tag @taketheopenseat when you post.

Here's an example of how you might caption this content: "Hear these Cornell University students talk about loneliness and how to overcome it. Link in bio for full conversation. Let us know how you see it in the comments. #loneliness #God #Jesus #faith #studentlife #conversationsamongfriends"



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Hi, I'm Chelsea Hartzler, Cru's National Social Media Coach, and I help staff build meaningful relationships on social media for ministry.

