



**AGES
10-17**

Canva and Social Media Marketing: A New Four-Week Specialty Track

This track gives kids real design and marketing skills, along with plenty of practice in feedback, collaboration, and thinking about how other people see things.



Week One: Finding a Voice

Kids get hands-on with Canva basics, exploring templates, images, and text to create their first simple design around something they actually care about, whether that's a hobby, a favorite game, or a cause that matters to them. This week is about comfort with the tool and starting to notice what makes a design feel clear versus cluttered.



Week Two: Thinking Like an Audience

The group looks at real social media posts together and talks through what makes something eye-catching, easy to read, or confusing, building perspective-taking skills by considering how a stranger scrolling past would experience a post differently than the person who made it. Kids then apply what they noticed to their own second design.



Week Three: Creating and Giving Feedback

Each child works on a small content piece, like a flyer, a post, or a short slideshow, and the group practices sharing specific, kind feedback with one another, along with the harder skill of hearing feedback on their own work without shutting down. Revisions happen right there in the session based on what peers noticed.



Week Four: Building a Mini Campaign

As a final project, the group puts together a short, cohesive set of posts around one shared theme they choose together, dividing up roles and combining everyone's strengths. The track closes with kids presenting their work to one another, practicing both speaking up about their own ideas and genuinely celebrating a peer's.

125 Michael Drive, Suite 105, Syosset, NY 11791 * **Zoom sessions available**
One hour per week | \$600 total for the 4-week program

***Device and Canva account required**



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