

#GlobalTigerDay Resource Pack



WildCats Conservation Alliance
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We've made some templates that you can use to create your social media posts. The templates can be found in the free website 'Canva' - follow our guide to learn how to use Canva and the templates to promote Year of the Tiger.

We have also created some flyers and posters which can be directly downloaded from this document as PDF's.

Please share this pack with your wider network who might benefit from the resources available.

Background

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Getting started

1. Type **Canva.com** into your search bar.
2. If you do not have an account click the purple 'Sign up' button in the top right hand corner. Creating a new account is free and simple to do.
3. Once you have signed up you will be able to use the WildCats templates by following the links in this document.

Canva

WILDCATS 2022
YEAR OF
THE TIGER
CONSERVATION ALLIANCE

The designs

To create a design, use the templates set out in this document.

Clicking each link will bring you to the template on Canva. The fonts and colours are all pre-set and do not need to be edited.

If you scroll down the page in Canva you will see that there are different templates for you to choose from.



We have both white and orange versions depicting different landscapes to ensure inclusivity of all tiger subspecies and habitats in comms.

For our social media assets, we have produced frames and background designs that can be used interchangeably with your desired text.

To edit the text and add in your own information click on the holding text on the templates. This will bring up a blue box around the text and you can then add in your own information.

Once you have inserted your own text, you can move the text box to ensure it fits on the background. This is done by dragging and dropping the text box to where you would like it to be.



Instagram

The square social media templates are perfect for Instagram posts. There are four different templates for you to use which you can find via the link below.

[Open your Instagram post templates.](#)

The rectangle social media templates are perfect for Instagram stories. There are two different templates for you to use which you can find via the link below.

[Open your Instagram story templates.](#)





Facebook

There are four different templates for you to use which you can find via the link below.

[Open your Facebook templates.](#)





Twitter

There are four different templates for you to use which you can find via the link below.

[Open your Twitter templates](#)



Download your social media designs from Canva

Once you have added all your desired text, and ensured it fits the background, you can download your template. You can download by clicking on the three dots in the top right corner and then clicking download.

You can choose how you want to download the poster by clicking on the file type box. The best options are PDF, JPG or PNG.

You can then choose how many you want to download by clicking on the select pages box. If you have only edited one of the designs you can just tick that page to ensure you only download the edited template.

Once you have chosen the page you want to download, click done. Then press the download button. A download bar will then appear showing you the download progress.



Leaflets & posters cont...

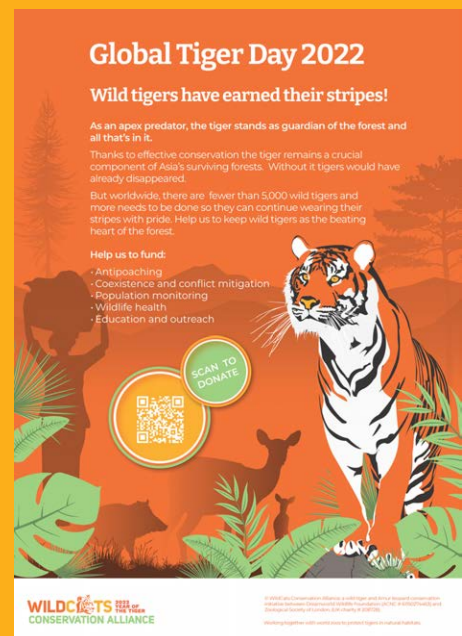
A1 posters landscape

[Download](#)



A1 posters portrait

[Download](#)





Help us to keep wild tigers as the beating heart of the forest.

For more information on Year of the Tiger visit our [dedicated campaign page on our website](#). We have lots of exciting activities planned throughout the year!

Make sure to share your Year of the Tiger activities with us! You can tag WildCats on social media and reach out via email.

#yearofthetiger22 #tigerguardians



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