**3 How To Create A Social Media**

**Post - An Instagram Post**

Hello and welcome back to our next lecture from this adobe spark course. In this lecture we are going to talk about how you can create a graphic using adobe spark first of all we will talk about how we can create a social media type of post. Okay because we can also create other types of graphics for prints or for other types of media or marketing campaigns. So let's start by selecting the graphic option from the project section and we have Facebook and Twitter or Instagram. And for this example we will select an Instagram promo because Instagram is very popular at the moment. So you can see how you can create an Instagram promo using adobe spark as you can see this is the canvas where you are actually editing your new graphic first of all you can give it a name here. Let's say this is test one okay and this is how our project will be called. This is the actual preview of the project what you will see with adobe spark with the free version obviously is that it has this small watermark with adobe spark. It's on any type of project you do even if it's graphics webpages or videos but it's not something which is let's say very disturbing for many people. If you want to get rid of this watermark you have to upgrade to the premium version. Now first things first in the right side we can see that we have a menu and from this menu we can select the layout. Okay or the type of grid of our post but force before selecting the layout because you can see that we have other another menu okay in the exterior part on the right side we can select a type of design okay and we have variations let's say that we want this one this template we just have to select it and it will apply to the photo that we already have. Or let's say this one or this one it doesn't matter let's say that this one is the one that we want okay from the design. Now what we can add if we go with our mouse okay or cursor on the add section. We can add a logo on icon a text or photo let's say that want to add the photo. We can search for free photos, office and let's say that we want to select this photo you just click on it and it was added okay the photo was added to the post we can actually make the photo smaller or bigger inside of this post. Okay like almost replacing the whole other photo because you see that it was added and the other photo remained as well you can scale it okay zoom in zoom out the photo. We can rotate it if we want to flip it okay it's up to us or replace the image we can select delete info about the photo and we can actually place the other photo as well. Let's say that we want to replace the image and let's select office. And now we'll select a man and the image was replaced for us okay so this is how it works. Again, we can scale it, rotate it, flip it however we want okay another thing that we can add on the image is text. Let's say Monday done we have selected and added the text okay I got it. And we have textiles and this is from the actual template that we have we primary or secondary style but we will select primary you can select the size okay. Let's select the font now and we have different types of fonts here you can select a different type of font if you want to let's say that we want this one Monday okay letter spacing okay alignment no one primary okay opacity or okay and for order we have to capitalize and fit okay already selected. So these are the text styles right we can select the shape of the text make your text stand out as you can see so you can select the text of the shape. No we don't want that we want this one padding like adding something to the text right so the text will stand out. Let's say like this one and we make it a little smaller. No primary okay so we have different options here okay for the shape of the text. We can add something like this but we don't want that or something like this or this let's stay with this one okay then we have effects for the text shadow, outline cut out which is pretty neat, line thickness okay we can select the line thickness so we have different options for text effects right and then we have the style okay and we just have to select the style for the text drag it’s like drag and drop here okay. So we select a style however we want we just play around with the styles until we find one that we like. Let's say that we like this one right then we can go again and play again with the text right color. Let's go we can switch the colors effects shape type opacity want full opacity. Okay so this is how the text looks like then in the design section okay we can also add icons if you go back Icons like arrow say that we want to add an arrow just add an arrow here okay we can replace opacity order we have different options color of the arrow. Maybe we want this and that's pretty much it and we're done. Okay now we go back if we select here we can go back we can change the layout now if you want to move content without layout okay we have some options here. But it's better to leave it like this because otherwise you will interfere with how the template looks like if you deselect this option. We can change the colors of the template okay we have different color schemes here or we can resize the template okay for a Facebook ad we have now for Instagram portrait and we have all the other options. So we can use this this option to resize as well if you don't want to create a new image right so this is how we create a new Instagram like post. Okay and this works the same for every type of graphic we also have custom sizes if you want to and in our next lecture I will show you how to create like a Facebook ad or a different type of graphic but mainly this is how you will customize your graphics as you have seen here in this lecture. Okay now what do we want to do it's either share the image or download it to our computer right if you press download we can select print PDF or image just press the start download and it was downloaded. Now let's see the image okay this is how the image looks like pretty neat right. Let's close it let's go back and if we want to share the image you just select share and we select one of our social media platforms Facebook, Twitter, classroom email or link. Okay we can get a link and share the image with whomever we want okay now let's close it this is how you create a new Instagram post. I hope you have enjoyed this lecture and that it was clear for you and we are looking forward to see you in our next lecture.