

INSTAGRAM REELS AND CANVA 101: CREATIVE TOOLS FOR SLPS AND AUDIOLOGISTS



ASHA CE
APPROVED PROVIDER

Pennsylvania
Speech-Language-Hearing
Association

Introductory Level

.05 ASHA CEUs

**ASHLEY DUGAS B.S. CSD AND
JENNA NURICK B.S. CSD**



Learning Objectives:

- Participants will learn how to effectively create an Instagram Reel to showcase SLP/Audiology organizations.
- Participants will learn how to use Canva to promote SLP/Audiology organizations.
- Participants will learn how to engage followers and create meaningful content to attract people/following.

Course Abstract

This session will highlight the benefits of using social media for professional, organizational growth and public education. It will emphasize the effectiveness of short videos and visual designs to capture audience attention. Participants will learn how to plan, design, and post content using Instagram Reels and Canva, with guided demonstrations and real-world examples.

Speaker Bios

Ashley is a first-year graduate student at Pennsylvania Western University, Edinboro campus, pursuing a master's degree in Speech-Language Pathology. She earned her bachelor's degree in Communication Sciences and Disorders from the same institution. During her undergraduate studies, Ashley contributed to managing and creating content for PennWest Edinboro's official social media pages. She is passionate about working with the pediatric population but remains open to gaining experience across diverse areas within the field of speech-language pathology.

Jenna is a second-year graduate student at Drexel University, Elkins Park campus, pursuing a master's degree in Speech-Language Pathology. She earned her bachelor's degree in Communication Sciences and Disorders from The Pennsylvania State University. During her undergraduate studies, Jenna contributed to managing her philanthropic organization's social media pages, creating and posting content to promote success. She is passionate about working with the brain injury population; however, she is open to all opportunities for growth and development to become a well-rounded professional.

Speaker Disclosures

Ashley Dugas is a member of the PSHA executive board.

Jenna Nurick is a member of the PSHA executive board.