

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

0.05 ASHA CEU and .5 Act 48 PDH

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

ASHLEY DUGAS IS A MEMBER OF THE PSHA EXECUTIVE BOARD.

JENNA NURICK IS A MEMBER OF THE PSHA EXECUTIVE BOARD.

Learning Objectives:

- Participants will be able to design and produce an Instagram Reel that effectively promotes speech-language pathology and audiology organizations, using platform-specific best practices.
- Participants will be able to use Canva to create professional-quality visual content that supports marketing and outreach goals for SLP/Audiology organizations.
- Participants will be able to apply evidence-informed social media engagement strategies to develop meaningful content that increases audience interaction and organizational visibility.
-



ASHA CE
APPROVED PROVIDER

Pennsylvania
Speech-Language-Hearing
Association

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's Bio: 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.