

M A V E R I C K A I

CLAUDE + CANVA

CONNECTOR MASTERCLASS

Create any Canva design you want directly inside Claude, then post it straight to social media

Set up the Canva connector in 30 seconds

Generate Instagram posts, carousels, presentations, logos, and more

Edit, export, and organize designs without opening Canva

Use brand kits and templates for on-brand content

Post everything straight to social media with Metricool

2026 Edition

Why This Changes Everything

I used to have two tabs open all day, every day. Claude on one side, Canva on the other. I would write copy in Claude, then switch to Canva, find a template, paste in the text, tweak the layout, export it, and then go post it somewhere. That workflow is dead now.

With the Canva connector, Claude talks directly to your Canva account. You describe what you want in plain English and Claude generates the design inside Canva. Instagram posts, carousels, YouTube thumbnails, presentations, posters, flyers, logos, resumes, documents, literally anything Canva can make. You can edit it, export it, apply your brand kit, and if you connect Metricool (which I will show you at the end), you can schedule and post it to every social platform without ever leaving Claude.

One chat window. Design, write, edit, export, post. That is the whole workflow now.

What You Can Do with Claude + Canva

Category	What Claude Can Do
Create Designs	Generate any design type from a text description
Social Media	Instagram posts, Stories, Facebook, Twitter, Pinterest, YouTube
Presentations	Full slide decks with structured outlines
Documents	Memos, proposals, reports, newsletters, business plans
Brand Assets	Logos, business cards, flyers, posters, invitations
Templates	Search, browse, and autofill your brand templates
Edit Designs	Change text, swap images, update colors, fix formatting
Export	Download as PNG, JPG, PDF, PPTX, GIF, or MP4
Organize	Create folders, move designs, search your library
Comment	Add comments to designs for team collaboration
Brand Kits	Apply your brand colors, fonts, and voice automatically

TIP

You need a Canva account (free works, but Pro unlocks resizing and more features). Brand kits and template autofill require Canva Enterprise.

Set Up the Canva Connector in 30 Seconds

This is the fastest connector setup in Claude. Three clicks and you are connected. No terminal. No config files. No coding.

STEP 1: Open Claude and Go to Connectors

Open Claude at claude.ai (or the Claude desktop app). Click your profile icon, then go to **Settings**. Click **Connectors** in the sidebar. You will see a list of available connectors.

STEP 2: Connect Canva

Click the **+** button next to **Browse Connectors**. You will see Canva in the list. Click **Connect**. A Canva login window will pop up. Log into your Canva account and authorize Claude to access your designs.

IMPORTANT

Make sure you log into the correct Canva account. If you have separate personal and work accounts, pick the one with the designs and brand kits you want Claude to access.

STEP 3: Start Using It

That is it. Go back to any Claude conversation and just say **"Use Canva"** followed by what you want. Claude will use the Canva connector automatically. You can also toggle the Canva connector on or off per conversation if you want to control when it is active.

TEST IT

```
Use Canva to create an Instagram post about
AI productivity tips. Make it bold and modern.
```

If Claude generates design options for you to pick from, the connector is working. Click on any design to open and edit it in Canva.

ALSO WORKS ON CLAUDE DESKTOP

If you use the Claude desktop app, the connector works the same way. Go to Settings, then Connectors, and connect Canva from there.

Generating Designs from Scratch

This is where it gets fun. You describe what you want and Claude generates it inside Canva. It creates multiple design options so you can pick the one you like best, and then it saves that design to your Canva account.

Every Design Type You Can Create

Claude can generate all of these design types through Canva. Just tell it what you want and specify the type, or let Claude pick the right format based on your description.

Design Type	Best For	Example Prompt
Instagram Post	Social content (1080x1350)	"Create an IG post about..."
Facebook Post	Facebook feed content	"Make a Facebook post for..."
Twitter Post	X / Twitter visuals	"Design a Twitter post..."
Pinterest Pin	Vertical Pinterest content	"Create a Pinterest pin..."
YouTube Thumbnail	Video thumbnails	"Make a YT thumbnail for..."
YouTube Banner	Channel header images	"Design my channel banner..."
Story	IG and FB Stories (vertical)	"Create a Story about..."
Facebook Cover	Page banner images	"Make a Facebook cover..."
Presentation	Slide decks	"Build a 10-slide deck on..."
Poster	Events, promotions	"Design a poster for..."
Flyer	Single-page handouts	"Make a flyer for..."
Infographic	Data visualization	"Create an infographic..."
Logo	Brand identity	"Design a logo for..."
Business Card	Contact cards	"Make a business card..."
Resume	Job applications	"Create a resume for..."
Invitation	Events, parties	"Design an invite for..."
Email	Newsletters, promos	"Design an email for..."
Document	Fixed-layout docs	"Create a document..."
Doc	Collaborative Canva Docs	"Write a memo about..."
Report	Data-heavy reports	"Build a report on..."
Proposal	Visual business proposals	"Create a proposal for..."

Social Media Design Prompts

These are the prompts I use most. Each one generates a ready-to-post design. After Claude shows you the options, pick the one you like and it gets saved to your Canva account.

Instagram

INSTAGRAM POST

Use Canva to create an Instagram post. Topic: 5 AI tools every creator needs in 2026. Style: bold text on a dark gradient background, modern and clean. Include a call to action at the bottom that says 'Save this post'.

INSTAGRAM CAROUSEL IDEA

Use Canva to create a presentation with 8 slides. Topic: 'How to use Claude AI in 10 minutes.' Each slide should have one tip with a short explanation. Make it Instagram carousel sized (1080x1350). Bold text, minimal design.

TIP

Canva does not have a native "carousel" type, but you can create a presentation and export each slide as a separate image. Each slide becomes one carousel card. I do this for every carousel I post.

YouTube

YOUTUBE THUMBNAIL

Use Canva to create a YouTube thumbnail. Title: 'I Built an App with AI in 10 Minutes.' Style: shocked face emoji, big bold yellow text on dark blue, dramatic lighting feel.

Stories

INSTAGRAM / FACEBOOK STORY

Use Canva to create a Story. It should say 'NEW VIDEO' at the top with an arrow pointing down, and the caption 'How I use AI to run my entire business.' Neon green accent on dark background.

Facebook and Twitter

FACEBOOK POST

Use Canva to create a Facebook post announcing a free webinar on AI tools for small businesses. Include date, time, and a 'Register Now' button design. Professional blue and white color scheme.

TWITTER / X POST

Use Canva to create a Twitter post. Quote graphic with the text: 'The best AI tool is the one you actually use.' Dark mode aesthetic, clean serif font.

Business and Brand Design Prompts

Logos

LOGO DESIGN

Use Canva to create a logo for a company called 'NovaTech'. It is an AI consulting firm. Modern, minimal, tech-forward. Colors: deep navy and electric blue. Include an abstract icon that suggests intelligence or neural networks.

Presentations

PITCH DECK

Use Canva to create a presentation. Topic: 'Q3 Growth Strategy for a DTC skincare brand.' 10 slides covering market overview, customer segments, channel strategy, budget allocation, and projected outcomes. Professional and data-driven style.

TIP

For presentations, Claude will ask you to review the slide outline before generating. You can add, remove, or reorder slides at this stage. Once you approve the outline, Claude sends it to Canva and generates the full deck.

Documents and Reports

BUSINESS MEMO

Use Canva to write a memo about our Q2 marketing results. Key points: 40% increase in organic traffic, email open rate up 12%, and TikTok follower growth of 85K. Tone: professional, concise, suitable for leadership review.

VISUAL REPORT

Use Canva to create a report titled 'State of AI in Marketing 2026.' Include sections on adoption rates, top tools, ROI benchmarks, and predictions. Add charts and data visualizations throughout.

Marketing Materials

EVENT FLYER

Use Canva to create a flyer for a local AI workshop.
Date: July 15, 2026. Location: The Tech Hub, Austin TX.
Time: 6-8pm. Free admission. Bold headline, modern look.

EMAIL NEWSLETTER

Use Canva to design an email newsletter for my AI tips newsletter. This week's topic: '3 Claude prompts that saved me 5 hours.' Include a header image, body sections, and a CTA button linking to my YouTube channel.

Editing Existing Designs

You are not limited to creating new designs. Claude can open any design already in your Canva account and make changes to it. Swap text, replace images, fix typos, update formatting, translate content to another language, all from chat.

How Editing Works

When you ask Claude to edit a design, it starts an editing session. You will see a preview of the design in chat with all its elements listed. Claude makes the changes you ask for and then commits them. The updated design is saved back to your Canva account.

FIND AND EDIT A DESIGN

Search my Canva designs for 'Q2 Marketing Deck'. Open it and change the title on slide 1 from 'Q2' to 'Q3'. Also update the date to July 2026.

REPLACE TEXT ACROSS A DESIGN

Open my design called 'Product Launch Flyer'. Replace every instance of '2025' with '2026' and change the headline color to dark blue.

SWAP AN IMAGE

Search my designs for 'Team Page'. Open it and replace the hero image with this URL: [paste image URL here].

TRANSLATE A DESIGN

Open my Instagram post about AI tips. Translate all the text from English to Spanish. Keep the same layout.

WHAT YOU CAN EDIT

Text content (titles, body, captions). Text formatting (color, size, weight, alignment, decoration, lists, links). Images (replace, insert, delete). Autofill field labels. Specific words within paragraphs. Full page content review and audit.

Brand Kits and Templates

If you have a Canva Pro or Enterprise account with brand kits set up, Claude can apply them automatically when generating designs. This means every design comes out on-brand from the start, with your colors, fonts, and visual identity baked in.

Using Your Brand Kit

APPLY BRAND KIT

```
Use Canva to create an Instagram post about our summer sale. Use my brand kit for colors and fonts. Include our brand logo.
```

When you ask Claude to use your brand kit, it will show you a list of available kits in your account. Pick the one you want and Claude applies it to the generated design.

Working with Brand Templates

Brand templates are pre-designed layouts your team has created in Canva. Claude can search through them, preview them, and autofill them with new content.

BROWSE TEMPLATES

```
Show me all my brand templates in Canva. I am looking for an Instagram template I can use for product launches.
```

AUTOFILL A TEMPLATE

```
Search my brand templates for 'Weekly Newsletter'. Fill it with this week's content: Headline is 'AI Just Got Personal', body text is about Claude's new Canva connector, and the CTA is 'Read More on Our Blog'.
```

TIP

Brand template autofill is the fastest way to produce on-brand content at scale. Set up your templates once in Canva with data fields, and then Claude can fill them over and over with different content. Great for weekly newsletters, social posts, and reports.

Exporting and Organizing Your Designs

Export to Any Format

Once your design is done, you can export it directly from Claude. No need to open Canva to download your files. Claude gives you a download link right in the chat.

Format	Best For	Notes
PNG	Social media, web images	Transparent background option available
JPG	Photos, email graphics	Adjustable quality (1-100)
PDF	Print materials, documents	A4, A3, Letter, or Legal paper sizes
PPTX	Presentations	Opens directly in PowerPoint
GIF	Animated content	Great for Stories and social
MP4	Video content	For video-based designs

EXPORT EXAMPLES

Export as PNG for Instagram

Export my latest Instagram post design as a high-quality PNG.

Export presentation as PowerPoint

Export my Q3 Strategy deck as a PPTX file.

Export as PDF for printing

Export my event flyer as a letter-size PDF.

Organizing Your Designs

Claude can also manage your Canva workspace. Create folders, move designs into them, browse what is in each folder, and search across your entire library.

ORGANIZE YOUR LIBRARY

Create a folder

Create a new folder in Canva called 'June 2026 Content'.

Move a design to a folder

Move my 'AI Tips Carousel' design into the 'June 2026 Content' folder.

Browse a folder

Show me everything in my 'Social Media' folder, sorted by newest first.

Search your library

Search my Canva designs for anything related to 'product launch'.

Advanced Prompts and Workflows

Once you get comfortable with the basics, you can chain together more complex workflows. These are some of the things I do regularly that save me hours.

Content Batch Creation

BATCH SOCIAL CONTENT

Use Canva to create 5 Instagram posts for this week.
Theme: AI productivity tips. Each post should cover a different tip with bold text and a consistent visual style across all 5. Number them 1/5 through 5/5.

Repurpose Content Across Platforms

CROSS-PLATFORM REPURPOSE

Take the Instagram post you just created and resize it for Twitter, Facebook, and Pinterest. Keep the same content but adjust the layout for each platform's recommended dimensions.

DESIGN RESIZING

Resizing requires Canva Pro or higher. On a free plan, Claude will create a new design in the correct dimensions instead of resizing the original.

Create and Comment for Team Review

TEAM COLLABORATION

Create design and add review comment

Use Canva to create a poster for our summer event. After creating it, add a comment that says 'Draft v1 - please review copy and color choices by Friday.'

Import and Redesign

IMPORT FROM URL

Import this design from URL into Canva: [paste Canva

share link]. Then open it and update the headline to 'Updated for Q3' and change the date.

Full Workflow: Idea to Posted

COMPLETE WORKFLOW

1. Use Canva to create an Instagram post about 'why every creator needs an AI workflow in 2026'.
2. Use my brand kit for the design.
3. Export it as a PNG.
4. Then use Metricool to schedule it on Instagram and TikTok tomorrow at my best posting time.

TIP

That last prompt is the full loop. Design in Canva, export, and post to social media, all from one Claude conversation. The Metricool setup for this is covered in the next chapter.

Tips for Getting Better Designs

The quality of what Claude generates depends on how specific you are. Here are the things I have learned after generating hundreds of designs this way.

1. Specify the style

Do not just say "create an Instagram post." Tell Claude the visual style: bold and modern, minimalist and clean, dark mode aesthetic, pastel and soft, retro 90s vibe. The more specific you are about the look, the better the result.

2. Include all the text you want

If you want specific headlines, captions, or CTAs on the design, write them out in your prompt. Claude will place them into the design. If you leave the text vague, Claude will write something generic.

3. Mention colors explicitly

"Dark blue background with gold accents" gets you a much better result than "make it look professional." If you have brand colors, either reference your brand kit or type the hex codes directly.

4. Pick from multiple options

Claude usually generates multiple design candidates. Look at all of them before picking. Once you select one, it gets saved to your Canva account and you can edit it from there.

5. Edit in Canva after generating

Claude can do a lot of editing, but for pixel-perfect adjustments you will want to open the design in Canva. Click "Open in Canva" on any design Claude generates and you have full access to move elements, change fonts, adjust spacing, all the usual Canva controls.

6. Use brand kits for consistency

If you post content regularly, set up a brand kit in Canva once. Then every time you ask Claude to generate something, just say "use my brand kit" and everything comes out consistent. No more mismatched colors across posts.

Post to Social Media with Metricool

This is the last piece that makes the whole workflow click. Once you have created and exported your Canva design in Claude, you can schedule and post it to every social platform without leaving the chat. The tool that makes this work is Metricool.

What Is Metricool?

Metricool is a social media management platform that connects to 11+ social networks. It handles scheduling, analytics, competitor tracking, and ad management. More importantly, it has an MCP connector for Claude, which means Claude can talk to your social accounts the same way it talks to Canva.

Set Up Metricool in Claude

STEP 1: Create a Metricool Account

Go to metricool.com and create an account. Connect all the social media profiles you want Claude to access: Instagram, TikTok, LinkedIn, Facebook, YouTube, X, and any others.

STEP 2: Connect the Metricool MCP to Claude

In Claude, go to **Settings** > **Connectors** > click the + button > **Add Custom Connector**. Name it **Metricool**. Paste this URL:

MCP URL (COPY THIS)

```
https://ai.metricool.com/mcp
```

Click **Save**, then authorize your Metricool account when prompted.

STEP 3: Test It

TEST PROMPT

```
Show me all the brands connected to my Metricool account.
```

If Claude lists your brands and connected profiles, you are good to go.

The Full Design-to-Post Workflow

Here is how I use both connectors together in a single conversation:

DESIGN + POST WORKFLOW

```
# Step 1: Create the design
```

Use Canva to create an Instagram post about '5 AI tools that replaced my entire team.' Bold text, dark background.

Step 2: After picking your favorite design...

Export that design as a PNG.

Step 3: Schedule it

Use Metricool to schedule this on Instagram and TikTok tomorrow at my best posting time. Caption: 'These 5 AI tools changed everything. Save this for later.'

More Metricool Prompts

SCHEDULE ACROSS PLATFORMS

Schedule this post on Instagram, TikTok, and LinkedIn tomorrow at my best posting time. Link in bio for early access pricing.

BATCH SCHEDULE A WEEK

Create and schedule 5 posts for this week across Instagram and LinkedIn. Theme: AI productivity tips for small business owners. Use my best posting times for each platform.

PULL ANALYTICS

Show me my analytics across all platforms for the last 30 days. Which platform grew the most?

SPY ON COMPETITORS

Scan my top competitor's posts from last week. Pull the data and give me 5 content ideas based on what is working.

WHAT METRICOOL GIVES YOU

Schedule posts across 11+ networks from one place. Deep analytics for every platform (followers, engagement, reach, impressions). Competitor tracking so you can see what is working in your niche. Ad campaign management for Meta, Google, and TikTok Ads. Best posting time recommendations based on your actual audience data.

Quick Reference: Copy-Paste Prompts

Bookmark this page. Every prompt below is ready to copy, paste, and use. Just swap in your own details.

Instagram Post

Use Canva to create an Instagram post about [TOPIC]. Style: [STYLE]. Include a CTA that says [CTA TEXT].

Carousel

Use Canva to create a presentation with [NUMBER] slides. Topic: [TOPIC]. Carousel sized (1080x1350). One tip per slide.

YouTube Thumbnail

Use Canva to create a YouTube thumbnail. Title: [VIDEO TITLE]. Style: big bold text, dramatic, attention-grabbing.

Story

Use Canva to create a Story about [TOPIC]. Vertical format, bold headline, [COLOR SCHEME].

Logo

Use Canva to create a logo for [COMPANY NAME]. Industry: [INDUSTRY]. Style: [STYLE]. Colors: [COLORS].

Pitch Deck

Use Canva to create a presentation. Topic: [DECK TOPIC]. [NUMBER] slides covering [SECTIONS]. Professional style.

Flyer

Use Canva to create a flyer for [EVENT]. Date: [DATE]. Location: [LOCATION]. [ADDITIONAL DETAILS].

Email

Use Canva to design an email about [TOPIC]. Include header, body sections, and a CTA button linking to [URL].

Business Card

Use Canva to create a business card for [NAME], [TITLE] at [COMPANY]. Include [CONTACT DETAILS].

Resume

Use Canva to create a resume for [NAME]. Role: [TARGET ROLE]. Experience: [KEY EXPERIENCE]. Clean and modern style.

Edit Design

Search my Canva designs for [DESIGN NAME]. Open it and [DESCRIBE CHANGES].

Export

Export my [DESIGN NAME] design as a [FORMAT] file.

Brand Kit

Use Canva to create a [DESIGN TYPE] about [TOPIC]. Use my brand kit for colors and fonts.

Post to Social

Use Metricool to schedule this on [PLATFORMS] tomorrow at my best posting time. Caption: [CAPTION].

Want More AI Tips Like This?

I post daily AI content, tool breakdowns, and prompts that actually help you get more done. Follow me for the latest.

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Design it. Post it. Never leave Claude.