

The Campaign Skill Build Sheet

A reconstruction of Peg Fitzpatrick's Claude-to-Canva campaign workflow, written so you can build your own version · The AI Social Playbook

What this is, and what it isn't. Peg scrolled through her own skill file on screen and described its sections out loud, but the skill text itself was never published. The skill definition below reconstructs that structure from what she described and demonstrated, section by section. It is not a copy of her file. Where she named a requirement but not its exact wording, the wording here is written to produce the same result, and anything added beyond what the demo showed is marked as an added step.

01 Technical Stack

TOOL	ROLE IN THE WORKFLOW	NOTES
Claude	Holds the skill, writes all campaign copy, and creates the Canva designs through the connector.	claude.ai. No plan tier or model was named on the recording.
Canva connector for Claude	The link that lets Claude build designs inside your Canva account. Must be authorised before a run.	Peg verifies it is connected at the start of every session, and raised beforehand that it does not always hold.
Canva	Where the designs land and where all editing happens. You add photographs and finish the files here.	canva.com. A Brand Kit is optional; see Configuration.
Agorapulse	Holds the downloaded images in a library and pairs them with the captions for scheduling.	agorapulse.com. Peg's own final step, named directly in the episode.

02 Configuration

Have all four in place before you run a brief.

Canva connector authorised in Claude

Open your connector settings and confirm Canva is connected to the account you want the designs built in. Peg checks this first every single time rather than discovering mid-run that it dropped.

Brand colours, by one route or the other

Either connect the Canva Brand Kit for the brand you are designing for, or write the hex values into the skill itself. Peg used hex values in the demo because the business was invented for the recording and she did not want the skill reaching for her own Brand Kit. For her real brand work she connects the Brand Kit and drops that section entirely.

A photo source

The designs arrive with placeholder imagery and you replace it. Your own photographs are the point for a small business, but Peg confirmed that stock photos produce the same result for the brand she works for.

Your platform size list

ADDED STEP

Write down the exact dimensions you publish at before building the skill, because the skill asks you to specify them and the designs come back without size labels. Not called out as a prerequisite in the demo, but it is the input the skill's design section depends on.

03 Flowchart Map

1

Verify the Canva connector

IN Claude connector settings → OUT A confirmed live link to the right Canva account

2

Write the campaign skill, once **SYSTEM PROMPT 1**

IN Your brand voice, your rules, your platform sizes → OUT A saved skill Claude reuses on every future campaign

3

Write the campaign brief **SYSTEM PROMPT 2**

IN The offer, goal, core message and creative direction → OUT A short brief the skill expands

4

Run it

IN Brief plus skill → OUT Copy for every platform plus Canva design previews, in roughly two minutes

5

Read the campaign quick read

IN The three-to-four line summary Claude returns first → OUT Confirmation the campaign is the one you meant before you review 30 assets

6

Open each design in Canva

IN The preview tiles in the Claude chat → OUT Live Canva files with every element editable

7

Run the three checks SECTION 06

IN Each untouched design → OUT Confirmed size, confirmed brand name, confirmed end-date handling

8

Add your photographs and finish

IN Your own or stock imagery → OUT Downloaded files that are yours rather than generated

9

Load the library and pair the copy

IN Downloaded images plus the caption set → OUT A scheduled month, matched image to caption

04 System Prompts

Copy each panel whole. System prompt 1 runs across two panels because of its length; paste both, in order, into the same skill file. Replace every highlighted variable before running.

SYSTEM PROMPT 1

COPY WHOLE

The Campaign Skill Definition

This skill turns a campaign brief into a complete, ready-to-publish social media package: all campaign copy, plus Canva designs I can edit.

BRAND

Business name: [BUSINESS NAME]

What they sell: [PRODUCTS OR SERVICES]

Who buys: [AUDIENCE DESCRIPTION]

Aesthetic: [VISUAL AESTHETIC IN A SENTENCE]

Brand voice: [HOW THE BRAND SOUNDS]

BRAND COLOURS

Use these hex values in every Canva design, and do not substitute colours from any other brand kit:

[HEX VALUES, LABELLED BY ROLE]

(Delete this whole block if you have connected the Canva Brand Kit for this brand instead.)

WHAT TO AVOID

Do not use too many emojis.

Do not make the copy sound like it came from a marketing template.

The writing should read as organic.

[ANYTHING ELSE THIS BRAND NEVER DOES]

CALLS TO ACTION

Only use these:

[LIST YOUR REAL CTAs, E.G. SHOP IN STORE, DM FOR QUESTIONS]

WHAT TO GATHER BEFORE WRITING COPY

The offer, the campaign goal, the core message, the creative direction, and whether the campaign has an end date.

SYSTEM PROMPT 1, CONTINUED

COPY WHOLE

The Skill's Output Spec

WHAT TO PRODUCE

Campaign quick read

A three to four line summary: what the campaign is and who it is for. Show me this first and wait for my confirmation before generating everything else.

Instagram

Two to three post captions.

Five story graphics.

Give every caption a different opening line so the text does not repeat across the month.

Hashtags: [HOW MANY, AND WHAT MIX OF BROAD AND NICHE]

Pinterest

Pin title, pin description, overlay text and keywords for each pin.

If the campaign has an end date, tell me, because these pins need pausing or re-pointing once the offer closes.

LinkedIn

Two to three post variations with their own hashtags.

Canva designs

Build these sizes: [YOUR PLATFORM SIZE LIST]

For each design, include the brand name.

Label each design with the platform and size it was built for.

SYSTEM PROMPT 2

COPY WHOLE

The Campaign Brief

Run a campaign using my campaign skill.

Offer: [THE OFFER, INCLUDING DISCOUNT AND WHAT IT APPLIES TO]

Runs: [START AND END DATE, OR ONGOING]

Campaign goal: [WHAT THIS CAMPAIGN IS FOR BEYOND SALES]

Core message: [THE ONE SENTENCE THE WHOLE CAMPAIGN CARRIES]

Creative direction: [MOOD, COLOUR RANGE, SUBJECT MATTER, WHAT TO AVOID]

I will add my own photographs into the designs, so leave room for a photo as the focal point of each one.

SHORTHAND

NOTE

Once the skill is working

Peg demonstrated that a skill does not need to be called by name. After a few runs, this is enough:

[WRITE A CAMPAIGN, 20% OFF FOR THE MONTH, FOR [BUSINESS NAME]]

Claude recognises the work as matching the skill and pulls it in. Use the full brief above when the campaign is unusual or when the creative direction matters.

05 Variable Callouts

VARIABLE	WHAT IT IS	WORKED EXAMPLE
[BUSINESS NAME]	The brand the campaign is for	Peachy Keen, the fictional yarn shop Peg built for the demo
[PRODUCTS OR SERVICES]	What is actually sold, in plain terms	Hand-dyed yarn, sold in store and by DM
[AUDIENCE DESCRIPTION]	Who buys, specifically enough to change the copy	The local crafting community, knitters and crocheters
[HEX VALUES, LABELLED BY ROLE]	Brand colours with the job each one does, only if you are not connecting a Brand Kit	A warm cream for backgrounds and a charcoal for text
[LIST YOUR REAL CTAs]	The actions you genuinely want, so the copy stops inventing new ones	Shop in store, DM for questions, register for a class
[HOW MANY, AND WHAT MIX]	Hashtag count and the balance of broad to niche tags	Eight per post, weighted toward niche craft tags over broad ones
[YOUR PLATFORM SIZE LIST]	Exact dimensions you publish at, since the output is not labelled	1080 by 1920 for Instagram stories, plus your pin and feed sizes
[THE OFFER]	The discount and precisely what it covers	20% off all hand-dyed yarns for the month
[CREATIVE DIRECTION]	Mood and subject matter, plus what to steer away from	Rich autumn colour and close-up yarn texture, without going entirely orange and brown

06 Human Quality Control

Three checks before anything downloads. Each one catches a failure this workflow actually produces.

Check 1. Open the resize panel on every design and read the dimensions before you download it.

CATCHES Designs arriving unlabelled. Peg named this as the workflow's one real flaw: nothing tells you which file is the Instagram story and which is the Pinterest pin, so the only way to know is to look. A 1080 by 1920 file posted to the wrong placement is the failure this prevents.

Check 2. Confirm the brand name appears on each design before it leaves Canva.

CATCHES A known regression. Peg reported that the skill used to leave the brand name off designs entirely and has since stopped, which means it is a behaviour that drifted once and can drift again. Catching it in Canva costs seconds; catching it after publishing costs a month of unbranded posts.

Check 3. For any campaign with a closing date, confirm the Pinterest pins are either scheduled to pause or pointed at a page that will still make sense afterwards.

CATCHES Pins outliving the offer. Pinterest keeps circulating a pin long after the sale closes, so a 20% off graphic stays in front of buyers who can no longer get 20% off. This is the check Peg wrote into the skill itself, which is why the skill is asked to flag the end date rather than leaving you to remember it.