



Internal Audit Month 2025 – Marketing Toolkit

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This campaign, initiated by a group of institutes, provides ready-to-use messaging and design assets that every IIA national institute can localize and share to amplify the impact of internal auditing across industries and borders. **On top of that, The IIA is offering a 25% discount on CIA and CRMA exam and application fees — plus a special offer from Becker on the new "Becker–The IIA CIA Exam Review" — to make May even more rewarding for members.**



Campaign Goals

- **Primary Objective:** Increase awareness of the internal auditing profession.
- **Secondary Objective:** Introduce internal auditing to younger audiences and highlight its value to boards, directors, and committees.

How to Participate

1. **Post on 2 May 2025**
Share one of the unified social media posts on your institute's LinkedIn and other channels.
2. **Customize with Your Branding**
Use the Institute Canva template to add your logo and translate the copy into your local language.
3. **Mobilize Your Members**
Encourage members to share translated graphics from the Member Canva templates on their own social channels.

4. Engage Your Community

Like, comment, and respond to followers to increase visibility and reach.



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Hashtag Strategy

Maximize global impact by using:

- **#OnellIA**
- **#InternalAuditMonth**

National institutes are encouraged to add region-specific hashtags for local relevance and discoverability.

Prepare to Promote the May Sale

Once again to tie in with Internal Audit Month, The IIA is offering members discounts on CIA and CRMA exam and application fees. New this year the discount is 25%. Becker is also offering a discount on the new Becker-The IIA CIA Exam Review.

View the [Toolkit](#) for images and copy to help you promote it.

Canva Template Dimensions

Assets are available in the following formats:

- **Institute Social Media:** 1200×627
- **Institute Social Media:** 1200×1200
- **Email Banner:** 600×125
- **Email Banner Ad:** 560×90
- **Member Social Media:** 1200×1200

Sample Social Media Posts

These posts are fully editable and can be translated or localized. Use your institute logo and direct audiences to your regional website or The IIA's website: www.theiia.org



Internal Audit Month 2025 - Social Media Toolkit



All Design and Picture Elements



Linkedin Career Page Banner



Posts 1500x500



Posts 1080x1080



Posts 1600x900



Member Social Media: 1200x1200



Email Banner Ad: 560x90



Email Banner: 600x125



Institute Social Media: 1200x1200



Institute Social Media: 1200x627



IIA Certifications 25 Savings Offer Toolkit

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How to Make a Copy and Edit IIA Marketing Toolkits on Canva

STEP 01

Click the Canva Link

Open the Marketing Toolkit you want to use by clicking the Canva icon or link.

Canva

STEP 02

Log In to Canva

You'll need to log in to your Canva account to access and edit the file.
No account? No problem – it's free to sign up!

Canva

STEP 03

Make a Copy

Once you're in, go to File in the top menu and select Make a copy. This ensures you're editing your own version.

File

Make a copy

STEP 04

Customize and Share

Edit the text, translate the content, and adjust the visuals as needed.
Then save and share your updated marketing materials with your audience!

Text color

Document colors

Photo colors