

INSTAGRAM CAROUSEL POSTS

A **Carousel Post** allows you to share **up to 10 images or graphics** in a single Instagram post. Users can swipe through each slide SO making it ideal for educational, visual, or story-driven content.

Why Use Carousel Posts?

- **Multi-Image Format:** Show off multiple views, ideas, or steps.
- **Boost Engagement:** Swiping encourages interaction and increases time spent on your post.
- **More Visibility:** Instagram may re-show your carousel with a different cover image to users who didn't engage the first time.

How to Create a Carousel Post

1. **Tap the + (Plus) Button**
Located at the bottom or top-right of the app.
2. **Choose "Post"**
3. **Tap 'Select Multiple' Icon**
Pick **up to 10** photos or graphics.
4. **Reorder Slides**
Drag to adjust the sequence. Make the first image your most eye-catching one.
5. **Add a Caption**
Write a compelling hook like "Swipe for 5 Tips to Save Time!"
6. **Use Hashtags**
Add relevant hashtags like #InstagramTips #SwipeToLearn #CarouselContent
7. **Share It**
Tap **Share** to publish your carousel.

Design & Engagement Tips

Consistent Look: Use matching colours, fonts, and spacing.

Hook Them Early: Your first slide should be bold, clear, and interesting.

Encourage Swiping: Add a "Swipe  prompt or tease what's coming next.

Call to Action: Ask a question on the last slide or in your caption.

Example: "Which tip will you try first?"

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Learning Insight Tip:

Carousel posts work especially well for educational content and storytelling. Think of each slide as part of a mini-presentation.

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An Introduction to Social Media – Instagram

