CREATING SEAMLESS CAROUSEL POSTS ON INSTAGRAM

WHAT IS A CAROUSEL POST?

Instagram carousels are still going strong on the platform since their release in 2015. When they were first launched, you could share 5 photos in one post. And thus began the phenomenon of "photo dumps."
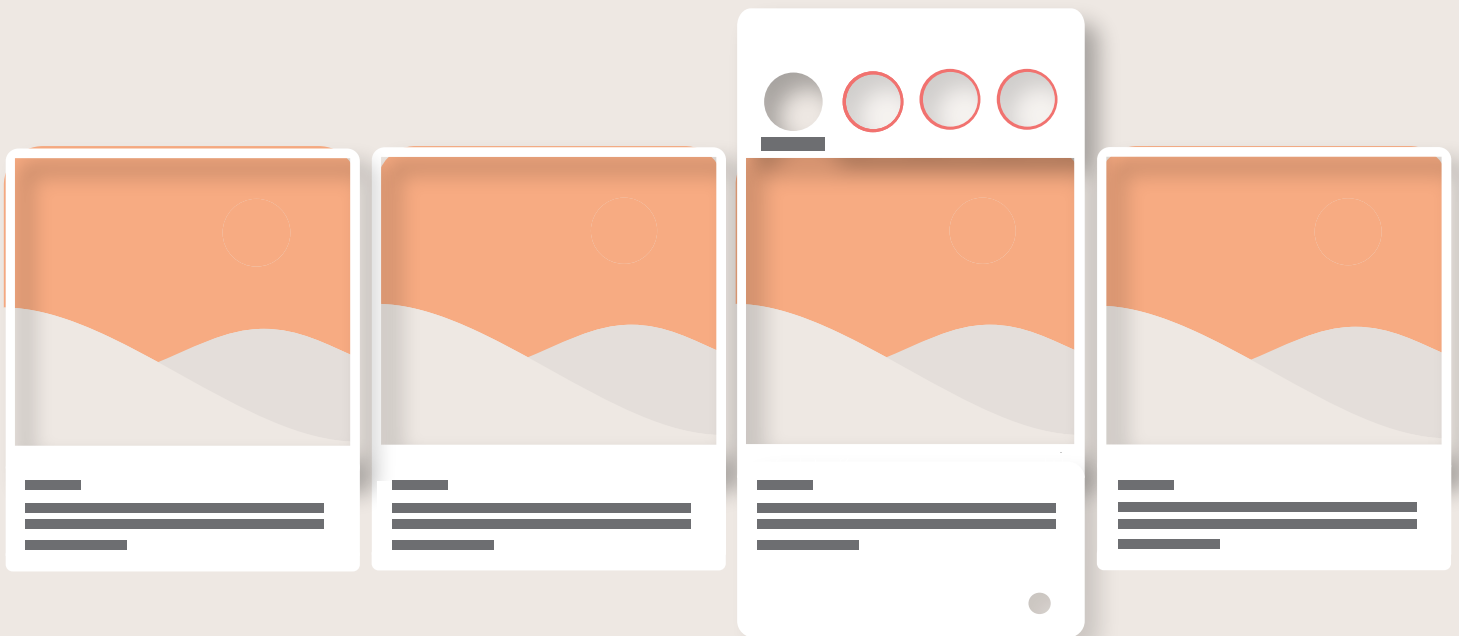
As the platform grew, so did the carousel feature. Now it is used heavily by businesses and creators to showcase their product or service.

And honestly, they might just be the secret sauce to keeping folks engaged. Carousel posts are designed to keep people swiping and viewing your post, and usually leads to more engagement!

According to a study by Sprout Social in 2023, carousel posts are the second highest reaching feature on Instagram, next to reels (obvi.)

Something new that has emerged with the feature is the ability to make a seamless carousel. So, basically, you swipe through to look at one large image or graphic.

In this guide, I'm going to show you how to do this in Canva.

STEP 1: CREATE CANVA FILE

To start, you will go to Canva and create a new file. You can do this on desktop or the mobile app.

You do not need Canva Pro to do this, though I highly recommend having Canva Pro for access to more features.
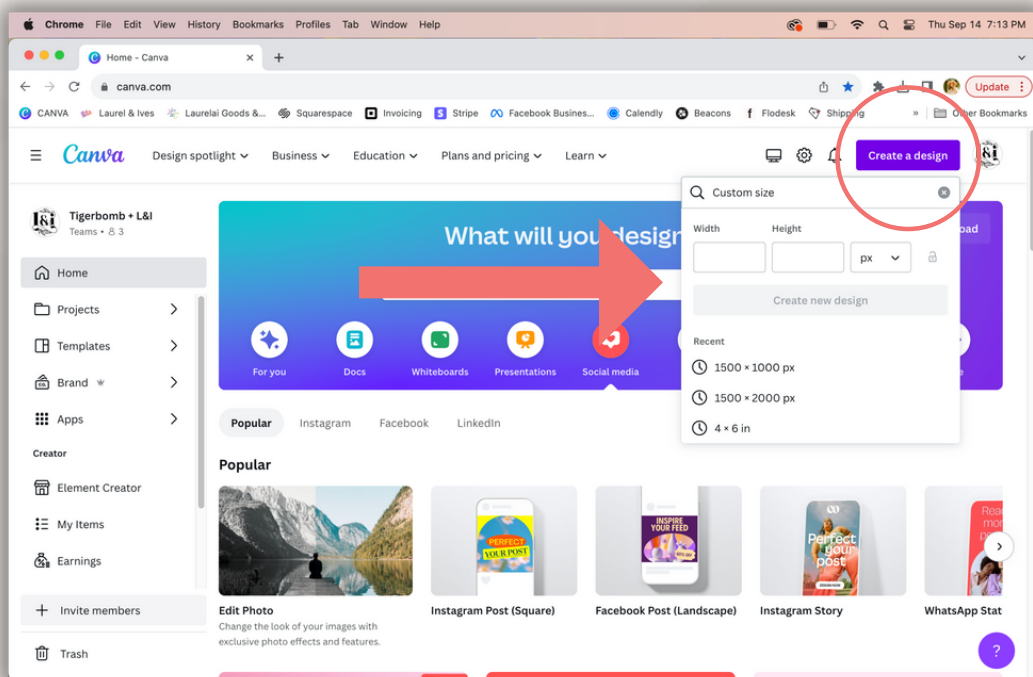
Click or tap where it says "Create Design"

Choose to create a "Custom Size" design.

This is when you'll decide how many slides you want it to be. A standard Instagram post is 1080x1080 pixels for a square or 1080 x 1350 for a portrait post. For this example, we will use the standard 1080x1080 size.

If you want your seamless carousel to be 5 slides, you will times 1080 x 5. This number (5400px) will then be the width of your post, where as the height will always be 1080px. On the next page, I have included a quick guide to these sizes for you to screenshot and save.

After you input your pixel size, you will then click or tap "Create New Design"

This will give you a blank graphic in the size you selected.

CAROUSEL POSTS SIZE CHARTS

SQUARE POSTS

# OF SLIDES	WIDTH (PX)	HEIGHT (PX)
2	2160	1080
3	3250	1080
4	4320	1080
5	5400	1080
6	6480	1080
7	7560	1080
8	8640	1080
9	9720	1080
10	10800	1080

PORTRAIT POSTS

# OF SLIDES	WIDTH (PX)	HEIGHT (PX)
2	2160	1350
3	3250	1350
4	4320	1350
5	5400	1350
6	6480	1350
7	7560	1350
8	8640	1350
9	9720	1350
10	10800	1350

NOTE: You cannot have more than 10 slides per carousel. While there are other sizes for Instagram posts, these are the sizes that are most responsive currently.

FUN TIP: You can now add music to your Instagram posts, including carousels! This allows people to scroll through the same post and listen to music which may make them linger longer or engage.

STEP 2: CREATE GRIDS

This step is technically optional, however I highly recommend doing it! It's not completely necessary, but it does create a better looking graphic.

Go into your design settings. On desktop this will be under "File" and on mobile it will be the ●●● at the top of the screen.

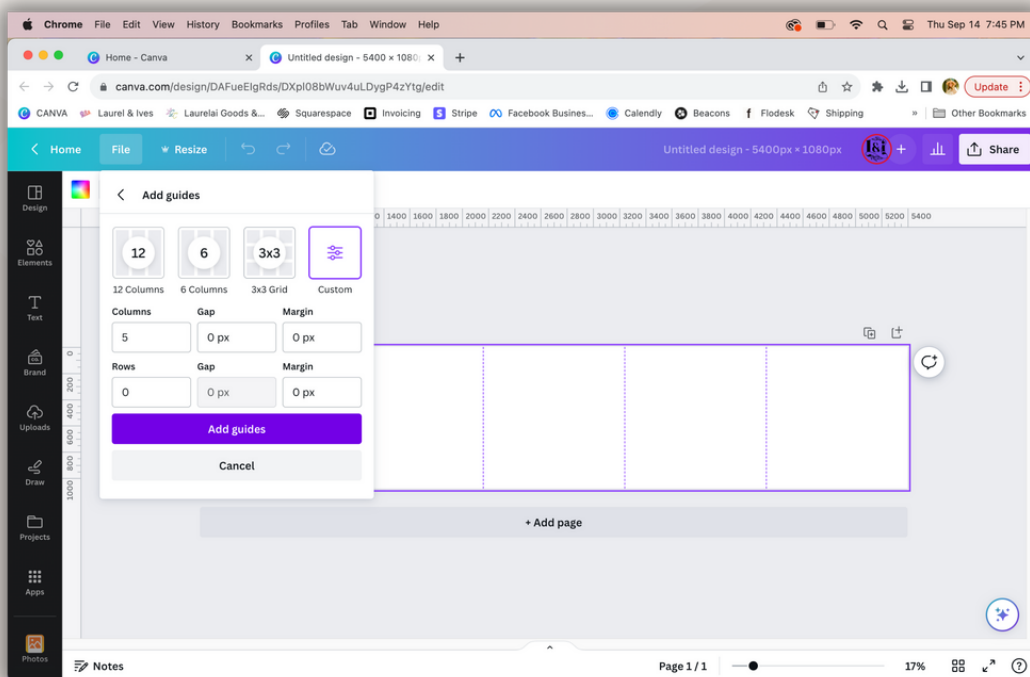Tap or click "View settings"

Then tap or click "Add guides"

Here, you will select "Custom"

Change "Columns" to the number of pages in your slide
Change "Gap" and "Margin" to 0px
Do not adjust rows.

Tap or click "Done"

This will divide your post into sections. Each line is the start of a new slide. Guides will disappear when you save the file.

You will use these guides to reference where to add elements for the "seamless" look.

STEP 3: GET CREATIVE!

Now is when you will create your design. There's no right or wrong way to do this! But, here's a few of my professional tips:
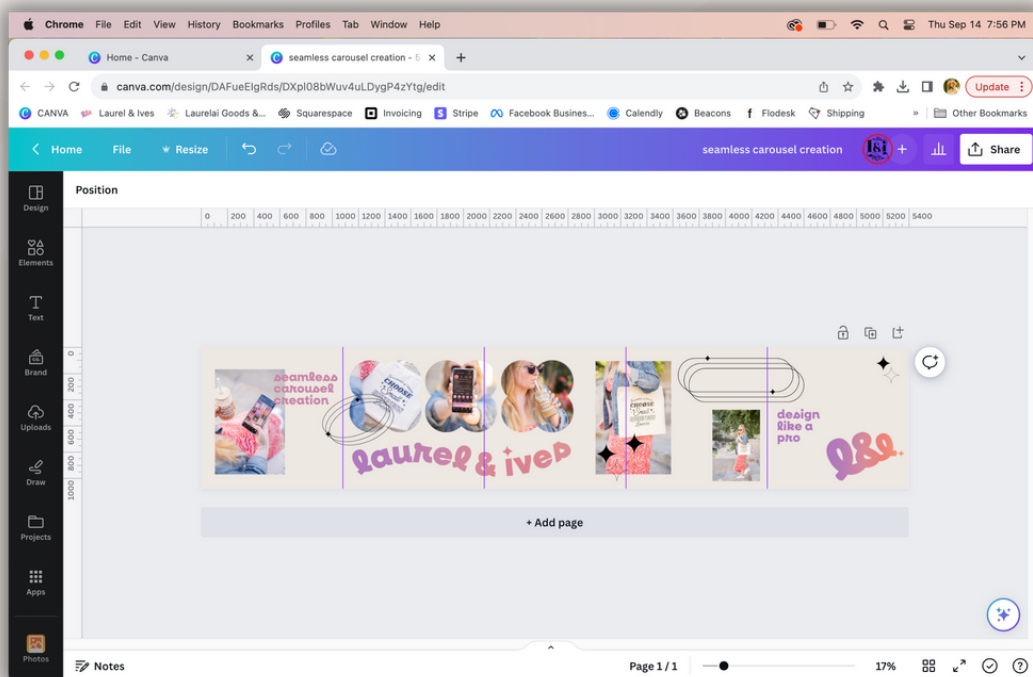
1. Make the first slide your hook. What is going to keep them scrolling from this slide?
2. Be diligent about where the splits from slide to slide happen. Don't cut off something at a weird place.
3. BUT don't be afraid of adding elements, photos, or text that overlap slides.
4. Give the viewer a reason to keep scrolling. That could be an arrow or element showing them to keep going. Or even better, some text that makes them want to read more about whatever you have to offer.
5. Make sure the first and last slides make the most sense as standalone slides. These are the two slides that are most likely to get shared to stories.

Here's some great ways to use seamless carousels:
- Create an educational infographic
- Showcase a gallery or moodboard
- Promote new products or services

After you're satisfied with you're design, download as a PNG.

You'll want to make sure you have it saved on your phone for step 4.

STEP 4: SPLITTING THE POST

This is the trickiest part--it is not hard, but does require you to download an app or go to a website.

After you have downloaded your design to your phone, you will need to separate the one long post into multiples.

While there are many apps and website you can use for this, I'm going to go over the two I'm most familiar with/that I think are the easiest to use.

FROM DESKTOP - <u>click here to view the site</u>.

Here, you simply upload your design
Choose the number of columns (number of slides) and rows (always 1)
Drag corners of box to fill the whole image
Select "Split Image" to download - this will save it as a zip file on your computer.

FROM MOBILE - There are many apps to choose from. Find a "Grid Maker" App - <u>My Favorite from Google Play Store</u>
NOTE: I have not found an app I love from the Apple App Store that doesn't require paying for it. I recommend using the option above for Apple users.

In this app, choose "Open Gallery" & select your design
Choose the number of columns (number of slides) and rows (always 1) and hit APPLY
Drag corners of box to fill the whole image
Tap DONE in the top corner
It will direct you to tap each image in order (which will look reversed to you) which will save it to your phone in the order you need to post them.
Tap SAVE at the bottom of the screen - these will save to your phone.

You can search and find an app that works for you. If you ever find another app or service you love for this, let me know and I'll check it out!

STEP 5: UPLOADING & POSTING

Finally, you can schedule or post your images. For this example, we will be following posting procedures from Instagram, however you can also schedule carousels from your favorite social media scheduling service.

Your now separated image should be in your camera roll.

Go to create a new post.

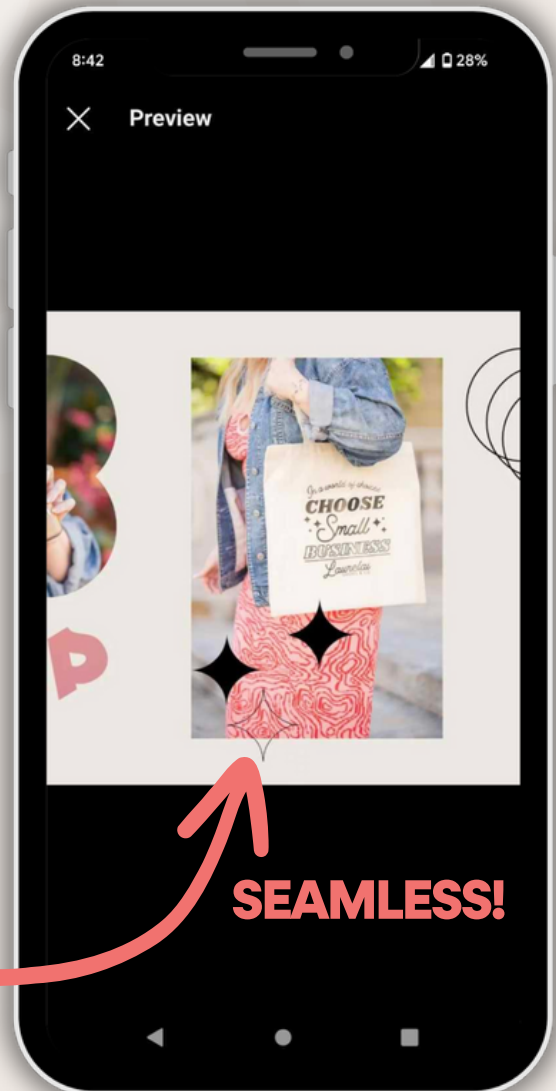Select the carousel option - it should look like this ⬜

t will automatically select the first image in your gallery. You should see the 1 in the top right corner.

Select each image in the order they go in the slides (so, the first slide will be 1, second 2, etc.)

Now, complete your post like normal - tap "Next"

When you get to the screen where you write your caption, double check to make sure your post is seamless by tapping on the image group in the top right corner of your screen.

You can scroll through the slides here - make sure all elements on the split line up and that you added each image in the correct order.

SEAMLESS!

IF YOU LIKED THIS FREEBIE, CHECK OUT MY FREE CANVA TEMPLATES

& IF THIS WAS STILL TOO MUCH FOR YOU (UNDERSTANDBALE) THEN CHECK OUT MY SOCIAL MEDIA MANAGEMENT SERVICES