



How to Create a Simple Social Media Carousel

Master the art of carousel posts and boost your engagement



What Is a Carousel Post?



Multiple Slides

Share multiple images or videos in one post



Swipe Through

Viewers swipe through slides to explore your story



Versatile Format

Perfect for tutorials, storytelling, or showcasing products



Step 1: Plan Your Content

01

Define Your Goal

Decide your carousel's purpose: educate, entertain, or promote

02

Outline Key Points

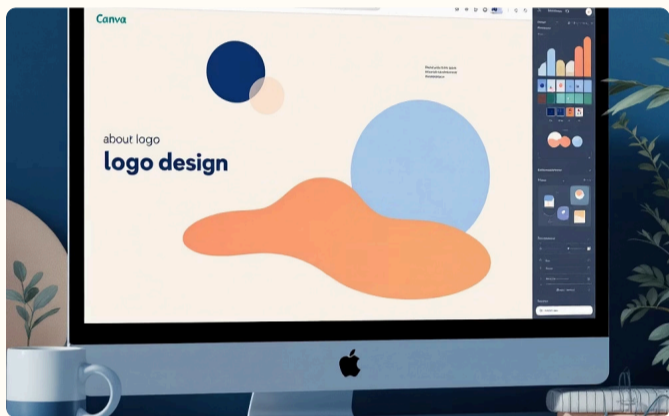
Map out 5-8 key points or images to tell your story clearly

03

Focus Each Slide

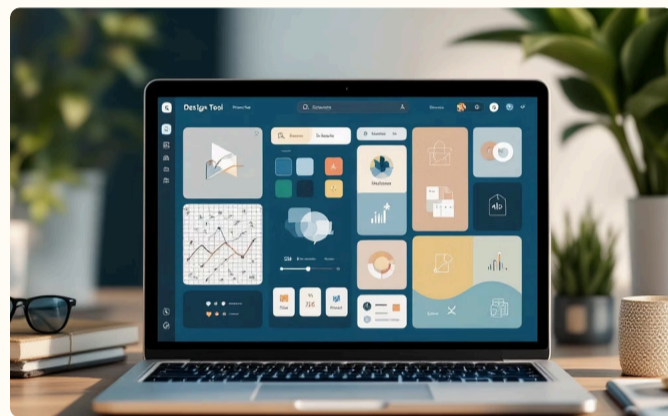
Keep each slide focused on one idea for easy digestion

Step 2: Choose Your Tool



Canva

Free tool with templates perfect for beginners



Gamma.app

Free-to-use AI design tool for presentations, carousels and much more

Pick a template or start from scratch with the right size (1080x1080 px). Customize fonts, colors, and images to match your brand identity.



Step 3: Design Your Slides

1

Hook Attention

Start with a strong cover slide that captures interest immediately

2

Stay Consistent

Use consistent colors and fonts for a cohesive, professional look

3

Keep It Simple

Add minimal text and clear visuals—less is more for engagement!



Step 4: Upload & Arrange



Upload in Order

Upload your images/videos in the sequence you want them viewed



Preview Flow

Check the flow to ensure smooth transitions between slides



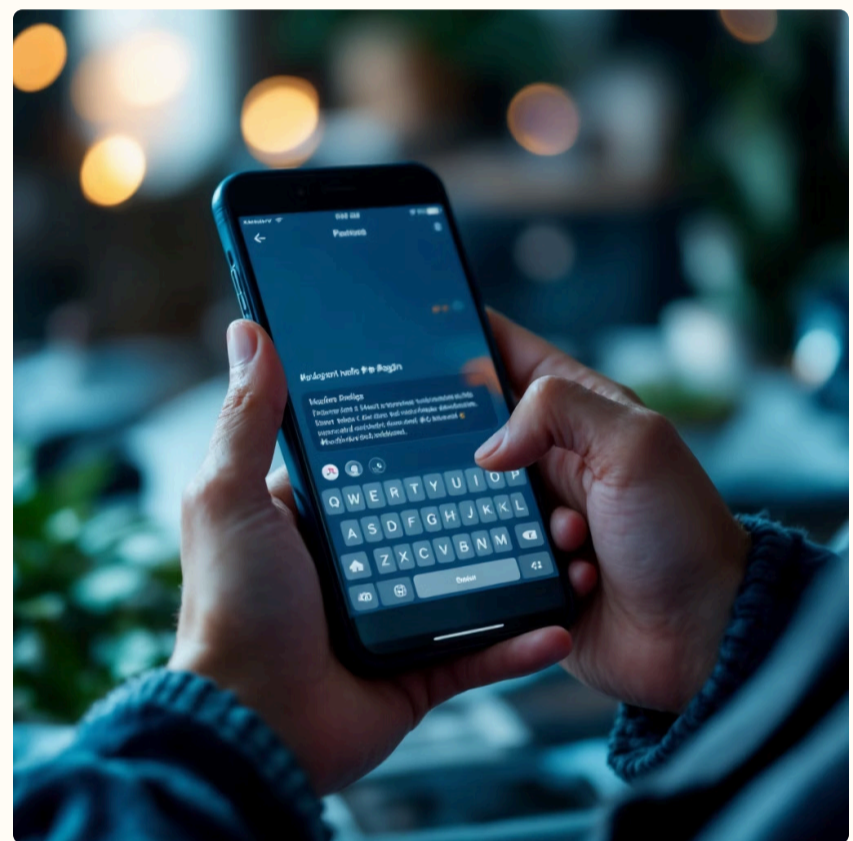
Apply Style

Use the same filter or style to all slides for visual unity

Step 5: Add Captions & Hashtags

Write Engaging Copy

- Write a caption that invites interaction
- Use relevant hashtags to boost discoverability
- Tag collaborators or locations if applicable



Pro tip: Ask a question or include a call-to-action in your caption to encourage comments and shares

Ready to Share!

3x

More Engagement

Carousels get higher interaction rates than single posts

2x

Longer Time

More swipes equal more time spent viewing your content

Hit "Post" and watch your engagement grow. Experiment and refine your carousel style for best results!

[Click here to try Gamma](#)