LESSON Transcript

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Carousel posts, I showed you this slide right in the beginning. 0.85% ENGAGEMENT on Carousels vs 0.70% on photo posts.

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And the reason I've included this is because carousel posts have such high engagement.

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SHOW YOU A CAROUSEL POST, so here is an example before we go to the notes to see how I designed this.

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So back one step you can't see it until I touch it, but can you see at the top? It shows a number of images, which is what tells a user there's more than one image. Then you go to the top right you see one of five.

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So it's designed with an arrow that product and they swap lift and they swipe left and they swap lift. So it kind of tells a story of course works with your caption.

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I'm going to show you in a minute how we design it. As you can see that the elements as they look like it's one complete story.

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It's designed as a SINGLE POST ON CANVA, and I've got a template for this, but you see things overlap, so when people swipe across, it tells a story.

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And it somehow is an incredibly engaging post. You design it with arrows and icons that show.

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Slide through and then when you download it from Canva you simply clip it into squares and then when you go to select the post you click 12345 or however many you've got in your carousel and you post 5 square posts up to 10 and then post them all together.