

# HOW TO



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## How to Create an Instagram Carousel Post in 7 Easy Steps (with Canva)



### Carousel posts don't get nearly the credit they deserve on Instagram.

You sometimes have to do things differently to stand out from the crowd and if you're not using carousels, you're probably missing out on a slick way to attract lots of potential customers.

They're clean, engaging, and (let's be honest) look like they've been created by an entire marketing team. But here's the thing - you don't need a big budget or half a day to make one.

Thinking of giving it a go? The good news is, I've worked out the process so you don't have to - here's how to make it work, step by step using Canva.



### How to Create an Instagram Carousel Post in 7 Easy Steps (with Canva)

by Wendy Walker



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# How to Create an Instagram Carousel Post in 7 Easy Steps (with Canva)

## 1 Set up a Canva account

Head to [canva.com](https://canva.com) and create a free account. If you'll be using it often, Canva Pro is a great option - it unlocks loads of templates, images, and time-saving features for under £20/month.

## 2 Choose the right image size

Getting the size right so the design fits properly means your carousel will look sharp, aligned, and professional. There's nothing more amateurish than a badly cropped post with important info missing. We've even listed the sizes to save you doing the maths:

### Instagram Carousel Sizes

Use 1080px wide x 1350px tall per page. Multiply the width by number of slides:

- 3 slides: 3240px x 1350px
- 4 slides: 4320px x 1350px
- 5 slides: 5400px x 1350px
- 6 slides: 6480px x 1350px
- 7 slides: 7560px x 1350px
- 8 slides: 8640px x 1350px

## 3 Add column guides in Canva

This will divide your strip into equal sections, so each slide is perfectly aligned.

- Go to File → Settings → Guides
- Select Custom
- Choose the number of columns (e.g. 6) → Set Gutter: 0
- Click Apply Guides

You'll now see purple lines at 1200px intervals (or 1080px for Instagram) to mark each page.

## 4 Design your carousel

- Use your own brand colours, fonts and voice.
- Keep important content centred on each panel
- Let your graphics or illustrations spill over slightly to add flow and movement.
- The design works particularly well with a background colour too.
- Start with a bold headline and end with a strong call-to-action.

## 5 Download your full strip

When your design is ready, download the full strip as a JPEG.  
Go to Share → Download → File type: JPEG → Page.

## 6 Split the strip into slides

- Create a new Canva document (1200x1200px for LinkedIn)
- Go to Apps → Search: Image Splitter
- Upload your JPEG strip
- Choose: Columns: 1 → Rows: [number of slides eg 6]
- Click Split Image → Add images to new pages

Then, download these split pages as a PDF → 'Standard' (LinkedIn only supports PDF for carousels) or jpegs for Instagram.

## 7 Upload to platform

- **For Instagram:** Create new post' → Upload images in correct order → Add post caption and hashtags → Hit post right away or schedule.

**Your carousel is now ready to impress! Don't forget to tag @ovydesign so we can see how you got on - good luck!**

