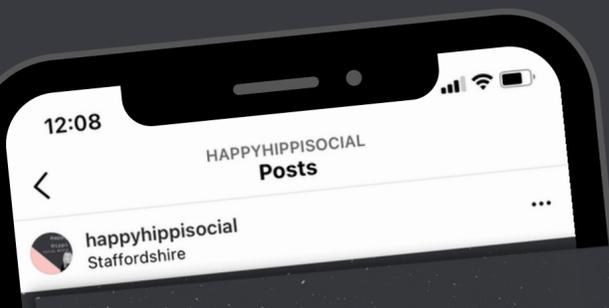


How to create a seamless carousel for your Instagram



How often should I be posting

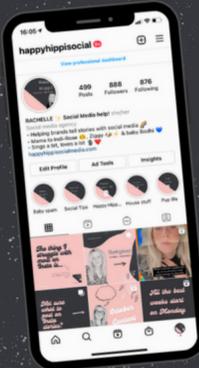
on Instagram for my small business. The ideal will be different for everyone and needs to fit with you but here's a little guide.



On the Grid

Share to your grid approx 3 times a week, making sure your it's something your target customer would love.

3



It depends how much you enjoy making them, but they can be pretty time consuming. Great to reach new audiences, but realistically 1 Reel per week is fab!

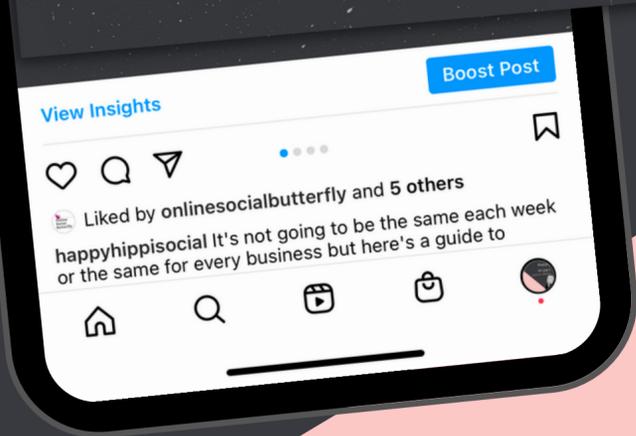
1

Reels

Stories

Your followers will love engaging with as many stories as possible, but at least 4 days per week will mean you're showing your face/ brand regularly.

4



A step by step guide

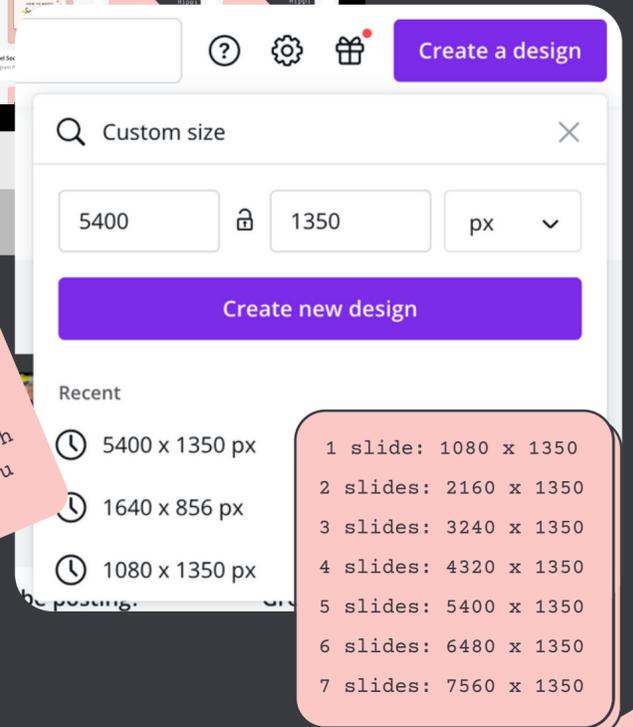
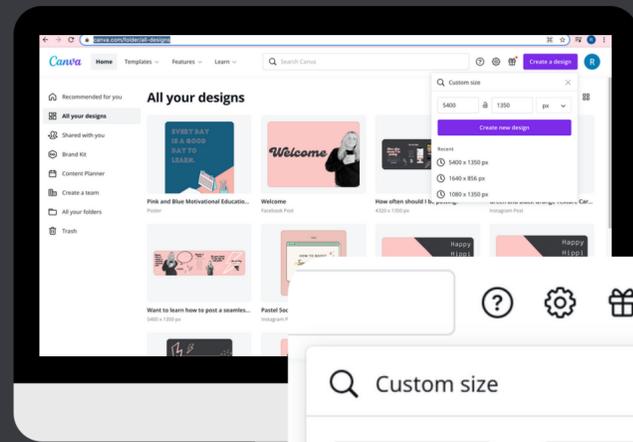


How to create a seamless Instagram Carousel

Step 1

Open [Canva](#) (if you've never used it head to my Introduction to Canva blog post, [here](#))

You will need to create a design with custom dimensions. Head to the '**Create a Design**' button, top right and we need to create the carousel in here as a long strip. Each Instagram post width is 1080 so times the amount of slides you'd like by 1080.



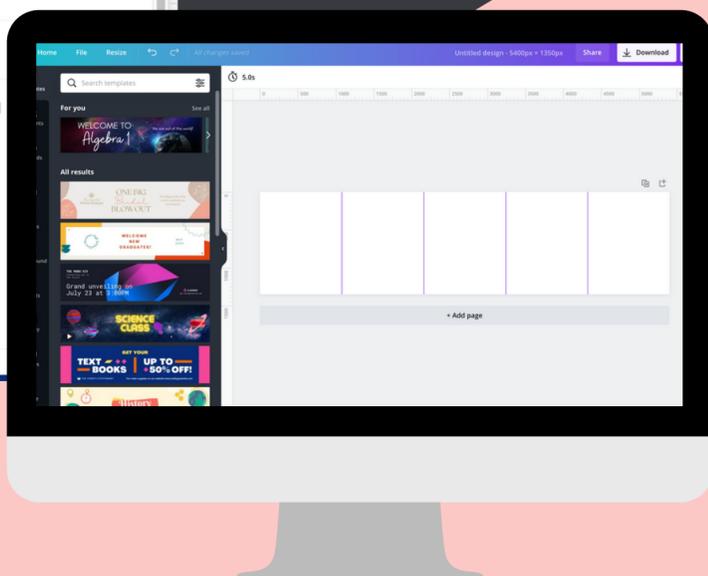
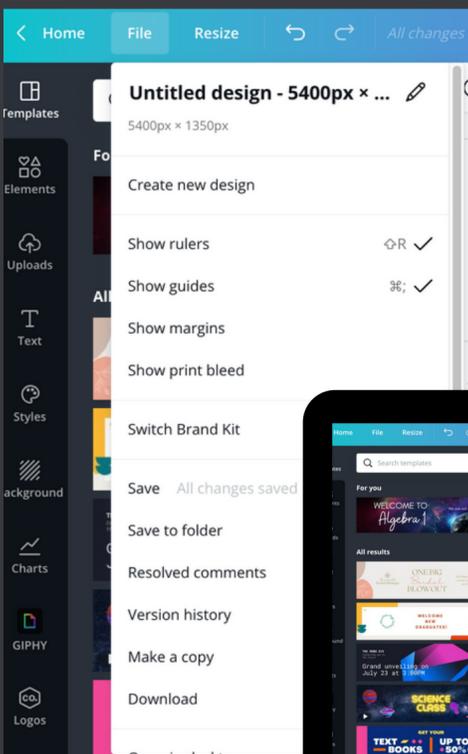
The best height for an Instagram post is 1350 pixels, great for showing as much image in the feed as possible, but you could go square with 1080 height if you prefer.

Slides	Dimensions
1 slide	1080 x 1350
2 slides	2160 x 1350
3 slides	3240 x 1350
4 slides	4320 x 1350
5 slides	5400 x 1350
6 slides	6480 x 1350
7 slides	7560 x 1350

Step 2

Once your new design is open, head to '**File**' top left and click the ticks beside '**Show rulers**' & '**Show guides**'.

Rulers can be pulled across from the left hand side your design to mark out where each slide will start & finish.



Don't worry about being super exact as we'll be using a different tool later to split the long image. Use the sections to guide your design.

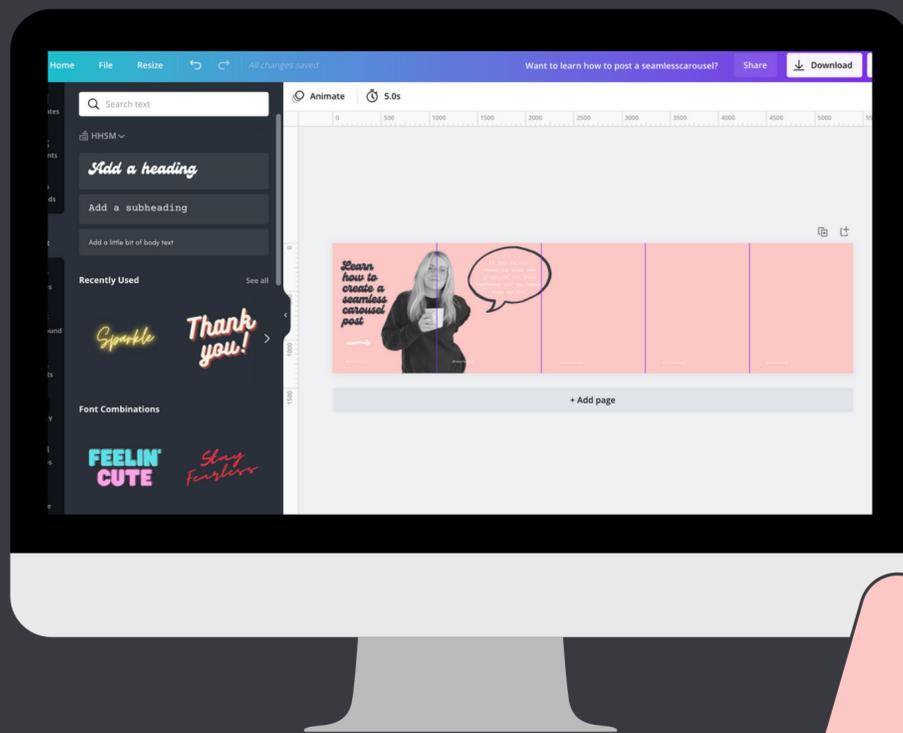
Canva is great for keeping consistency in your branding. Try picking 2 or 3 complementing colours and using consistent fonts for headings, subheadings & body text.



How to create a seamless Instagram Carousel

Step 3

Create your kick-ass design. Use your brand colours and fonts, make sure some elements overlap seams, but keep it easy to read. Include a title slide and call to action.



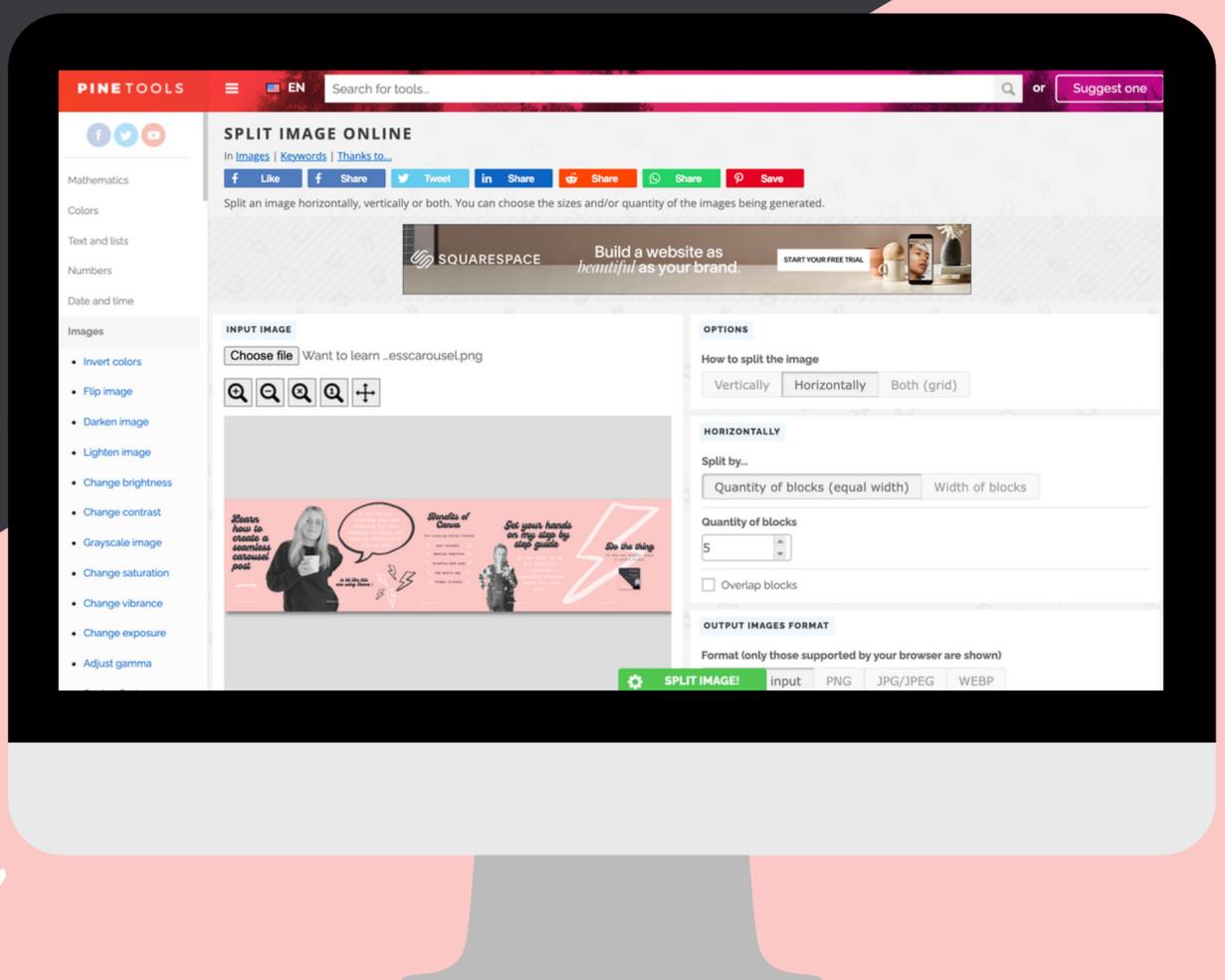
Step 4

Download your complete carousel design and open up pinetools.com/split-image

Canva & Pinetools are both free to use. However the paid version of Canva is well worth the money.

Step 5

Once inside [Pinetools](https://pinetools.com) upload your image via the '**Choose file**' button. You will need to select '**Horizontally**' in the options and also to split by '**Quantity of blocks (equal width)**' - you will then need to specify how many slides you would like your carousel splitting into. This design is 5 slides.



Click '**SPLIT IMAGE**' & download your zip files. Your image will be split equally into separate slides, ready for you to post as a seamless carousel on Instagram.



About Happy Hippi Social Media

Happy Hippi Social Media was created back in 2017 to support brands & businesses with their social media. With over 15 years experience in Marketing, developing digital strategy and managing social media platforms. Working creatively in the leisure, luxury & FMCG sectors led Rachelle to freelancing as a social media manager & content creator.



"Rachelle managed most aspects of our social media. She always goes above and beyond, from creating engaging content to dealing with customer queries and complaints. Her innovative approach delivers excellent results, and helped build our presence with an effective strategy, innovative content and an excellent understanding of the brand's tone of voice."

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