



## LinkedIn Carousel Posts

A carousel post is simply a slide show.

If you want to stand out on LinkedIn, creating a LinkedIn carousel post is a surefire way to do so! Why? Carousel posts tend to resonate more with audiences because of how interactive they are. They are documents that you can share on your LinkedIn feed in a visually captivating way.

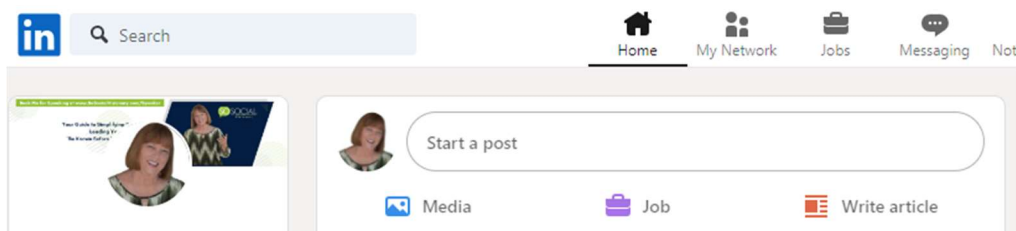
LinkedIn users must interact with the post and flip through to each slide. This forced engagement makes the LinkedIn algorithm think that the post is valuable and should be shown to more people. That's why carousels are one of the most performing LinkedIn posts.

Unlike Instagram carousel posts which are created with images and videos, a LinkedIn carousel post is created with a document file. LinkedIn currently supports PowerPoint presentations, word documents, and PDF files.

### Five Steps to Creating a LinkedIn Carousel Post

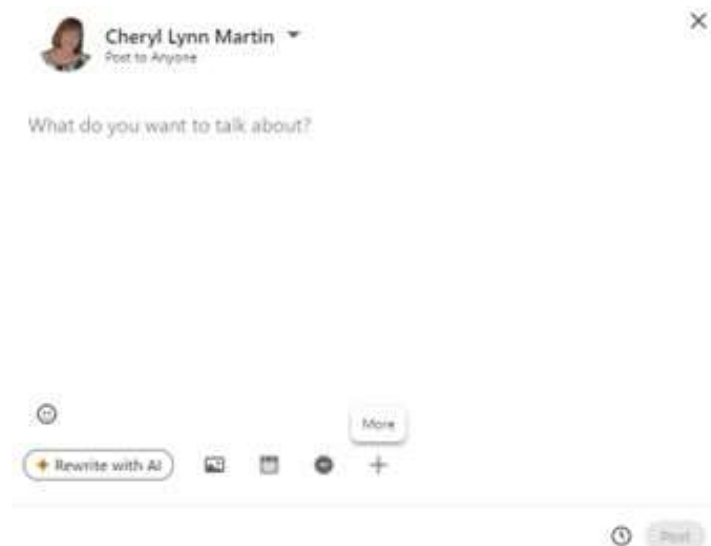
#### Step 1

You create your LinkedIn Carousel post from your home page in the 'start a post' text box. Click inside the box to 'start a post'.



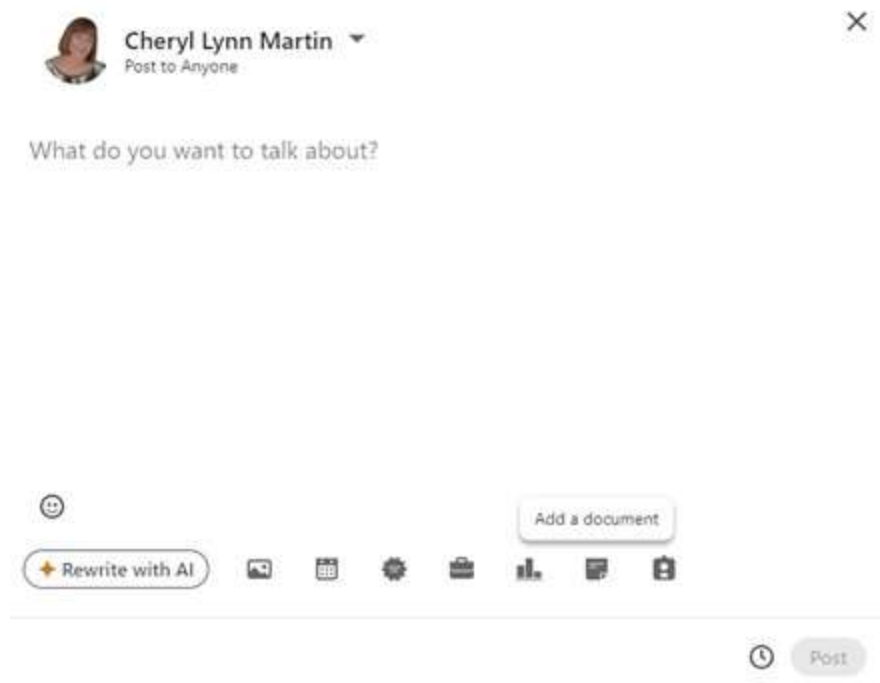
## Step 2

In the pop-up box, mouse over the + symbol. 'More' will pop up, click the + symbol.



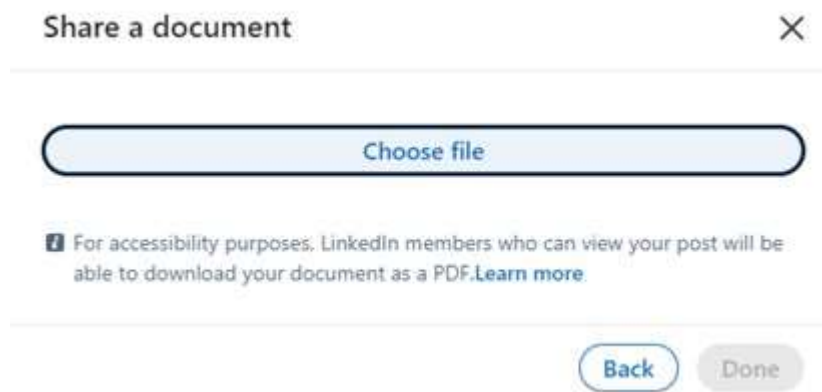
## Step 3

To upload your document for your carousel post, mouse over the 6<sup>th</sup> image. 'Add a document' will pop up, click the document image.



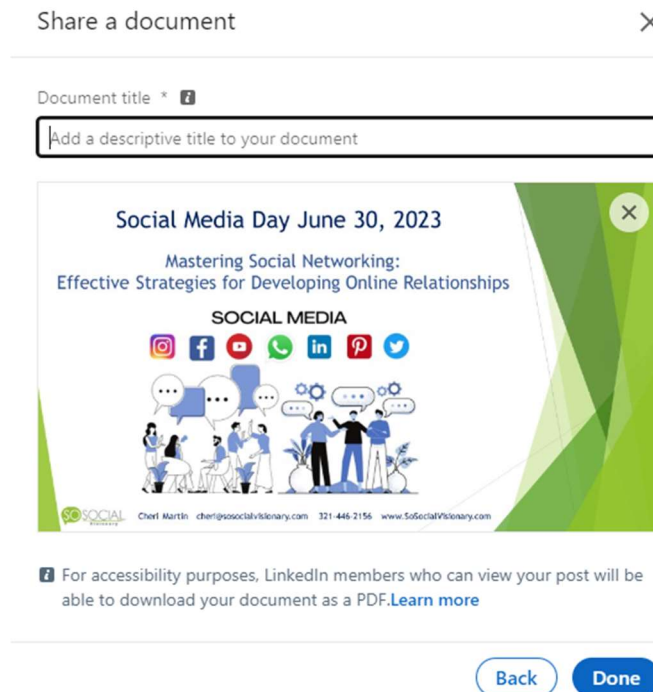
## Step 4

Click the 'Choose file' button. This will take you to your computer documents where you will choose the document for your carousel post.



## Step 5

Choose your file. After it uploads, 'Add a descriptive title to your document.' Then click 'Done' to post to your LinkedIn feed.



\*Note: For accessibility purposes, LinkedIn members who can view your post will be able to download your document as a PDF.



## What are the Specs for LinkedIn Carousel Posts?

- Your file should be below 100 MB.
- The document shouldn't exceed 300 pages.
- Use PowerPoint, Word Doc, or PDF files. (A PDF format is the most recommended format for the best quality.)
- You can't change or edit a document after uploading.

## Ideas for LinkedIn Carousel Posts for Better Engagement with your Audience

- Create a step-by-step guide on a topic related to your industry or expertise.
- Share a customer success story and illustrate the impact of your product or service on their business.
- Create a series of motivational quotes or tips related to your niche to inspire your audience.
- Create a portfolio of your work, showcasing your achievements and capabilities in a visually appealing way.
- Share industry news and trends with insights and analysis to showcase your thought leadership.
- Create a series of fun and interactive quizzes related to your industry or area of expertise.
- Share your professional journey and tell your story, detailing your career path and sharing insights and lessons learned along the way.

## Best Practices for LinkedIn Carousel Posts

- **Keep it relevant:** Make sure your carousel post is relevant to your audience and aligned with your personal or professional brand.
- **Make the first glance count:** Create an enticing first slide that'll attract your reader's attention instantly and have them wanting more.
- **Use high-quality images:** Use images that are visually appealing and showcase your brand or message effectively.
- **Keep it short and sweet:** No fluff. Keep your slides short and sweet so you don't bore your readers.
- **Use a call-to-action (CTA):** Include a clear CTA such as "Click here to learn more" or "Follow our page for more updates." This can help drive engagement and encourage your audience to take action.
- **Use hashtags:** Use 2-3 relevant hashtags to help your post reach a larger audience.
- **Respond to comments:** Doing this will help to improve your post's engagement rates.

## How to Create a Carousel Post Document for LinkedIn?

Posting a document on LinkedIn is the easiest part. The biggest challenge is the prerequisite of having a PDF file ready. Canva's awesome designing tools and PDF exporting option is great for creating slides from scratch.

1. Create a Canva account at [www.canva.com](http://www.canva.com) if you do not yet have an account.
2. Select your image size – yes size matters 😊 You're going to want your carousel images to look good and fit nicely, so choose one of two options (either is fine.):
  - a. An Instagram post size of **1080 x 1080 px**
  - b. A LinkedIn post size of **1200 x 1200 px**
3. You now have the beginnings of your template and it's time to start creating your masterpiece.
  - Here's where you start to add your branding and whatever it is you want to say and it's where the real fun begins.
  - Use the Canva tools to create your header image: Upload your own images or use the images in Canva. Add the title and your website address. Give your readers a prompt to read on, you can do this by clicking the 'Elements' tab and adding arrows or images that compliment your branding.
  - As you add pages, use the duplicate page, or add a page option.
4. Save your creation.
  - But not as a PNG or JPG! While LinkedIn lets you post images, you can't use them in a carousel post. They need to be in document form for a carousel post. To do that, **you need to save your images in Canva as a PDF.**
5. Post your saved document on LinkedIn.

