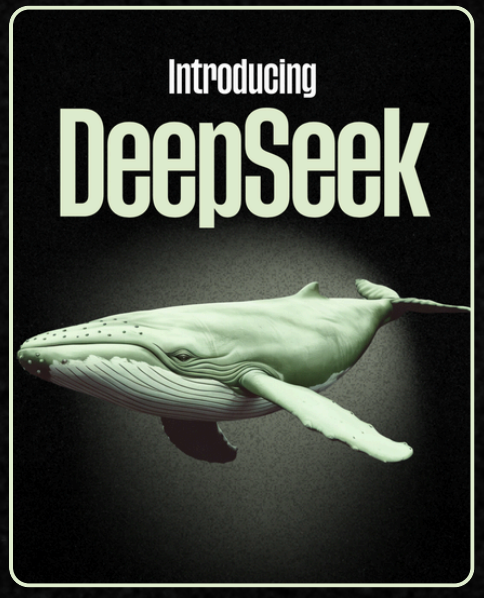
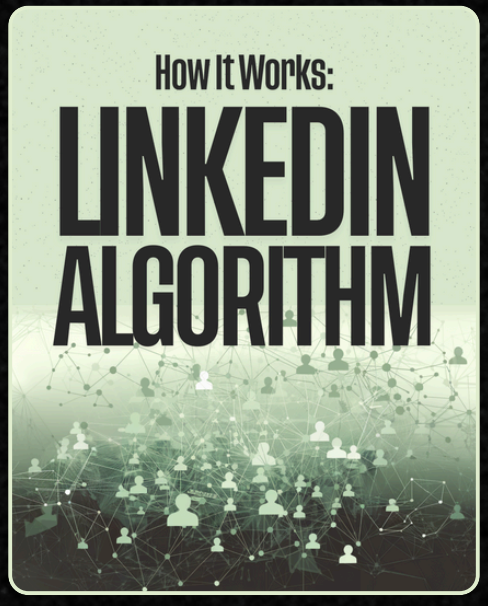
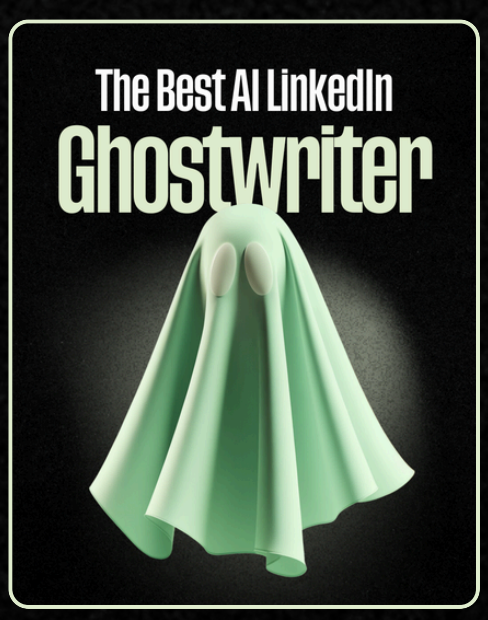
How To Design Carousel

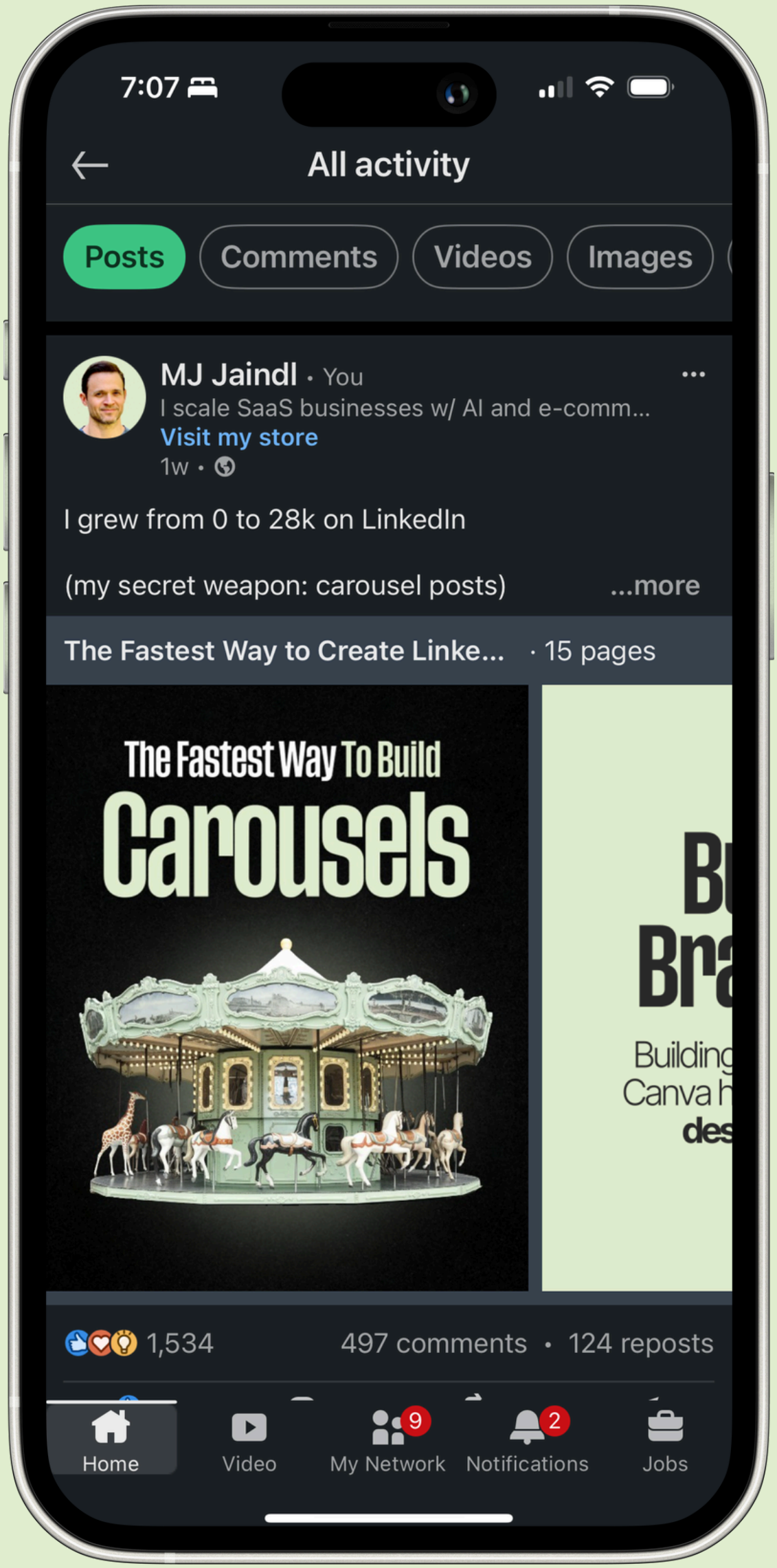
COVERS







Feed View



Hook

Title

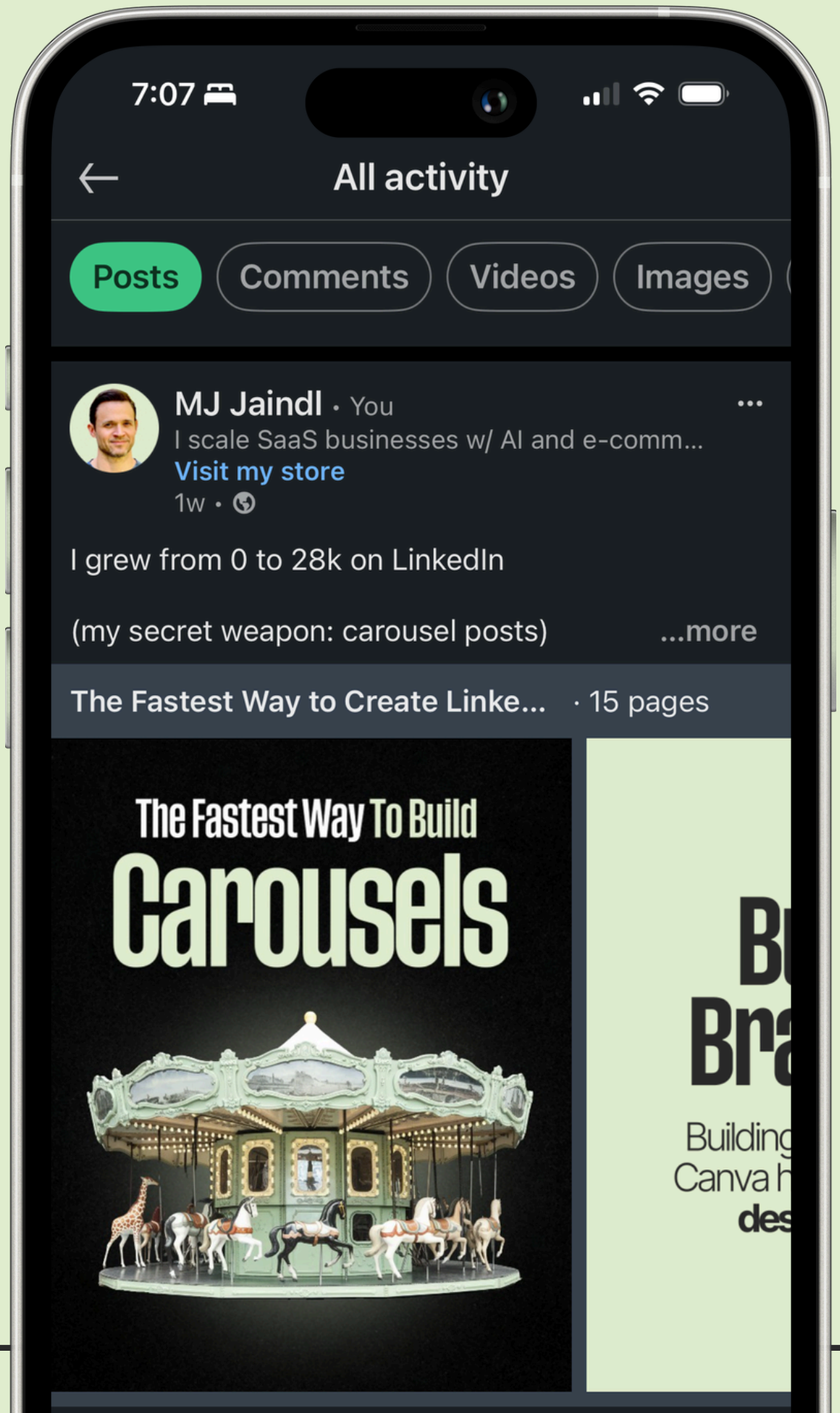
Hook & Nudge Slides

Engagement

Visual Hooks

88% of LinkedIn users browse their feed on a mobile device.* Eye-catching visual hooks are important.

Great **visual hooks** stand out in the feed.

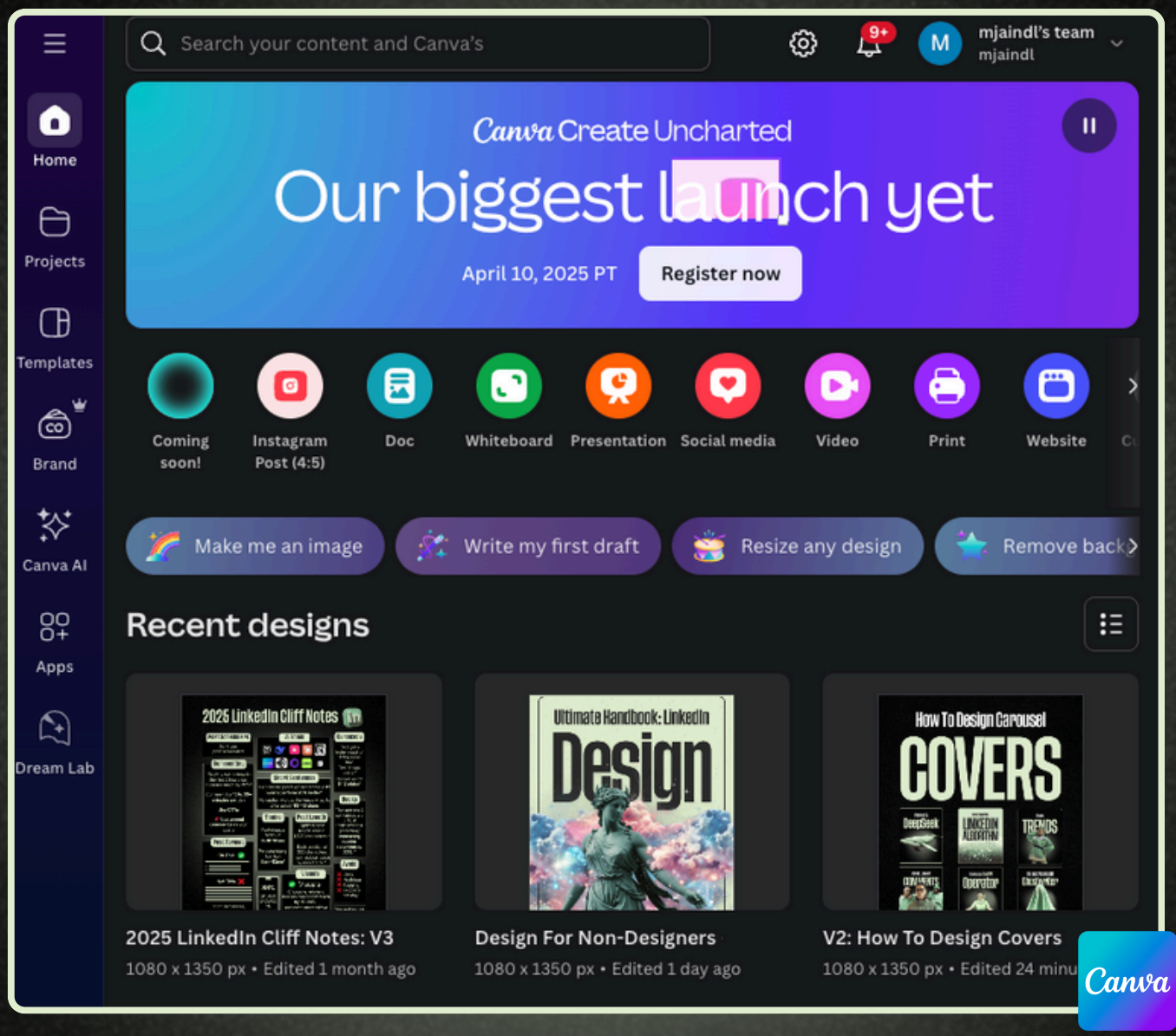


Text hooks only get a small amount of real estate.

* Richard van der Blum - 2024 LinkedIn Algorithm Insights Report

Open Canva

Create quality designs fast with Canva



Canva is the starting point for 90% of my LinkedIn posts.

1: Set Size

1080 x 1350 **pixels**

1080

1350

1080 X 1350 works **best on LinkedIn**

Set your slide size in **Canva**

2: Use A Tall Font

Tall fonts work best on covers

ANTON

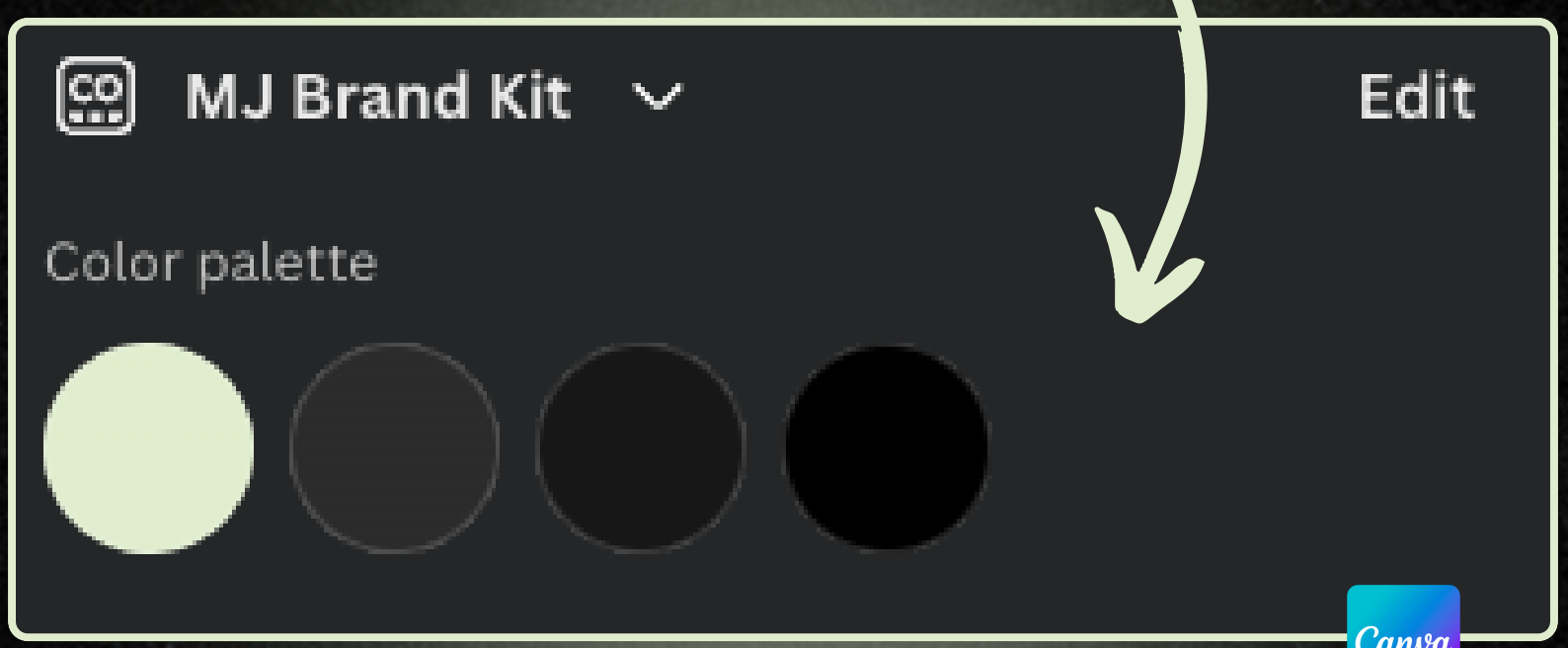
BISON

August

3: Select 2 Colors

Less is more. Only 2 colors.

I USE 4 COLORS , BUT **3 ARE JUST DIFFERENT SHADES OF BLACK**

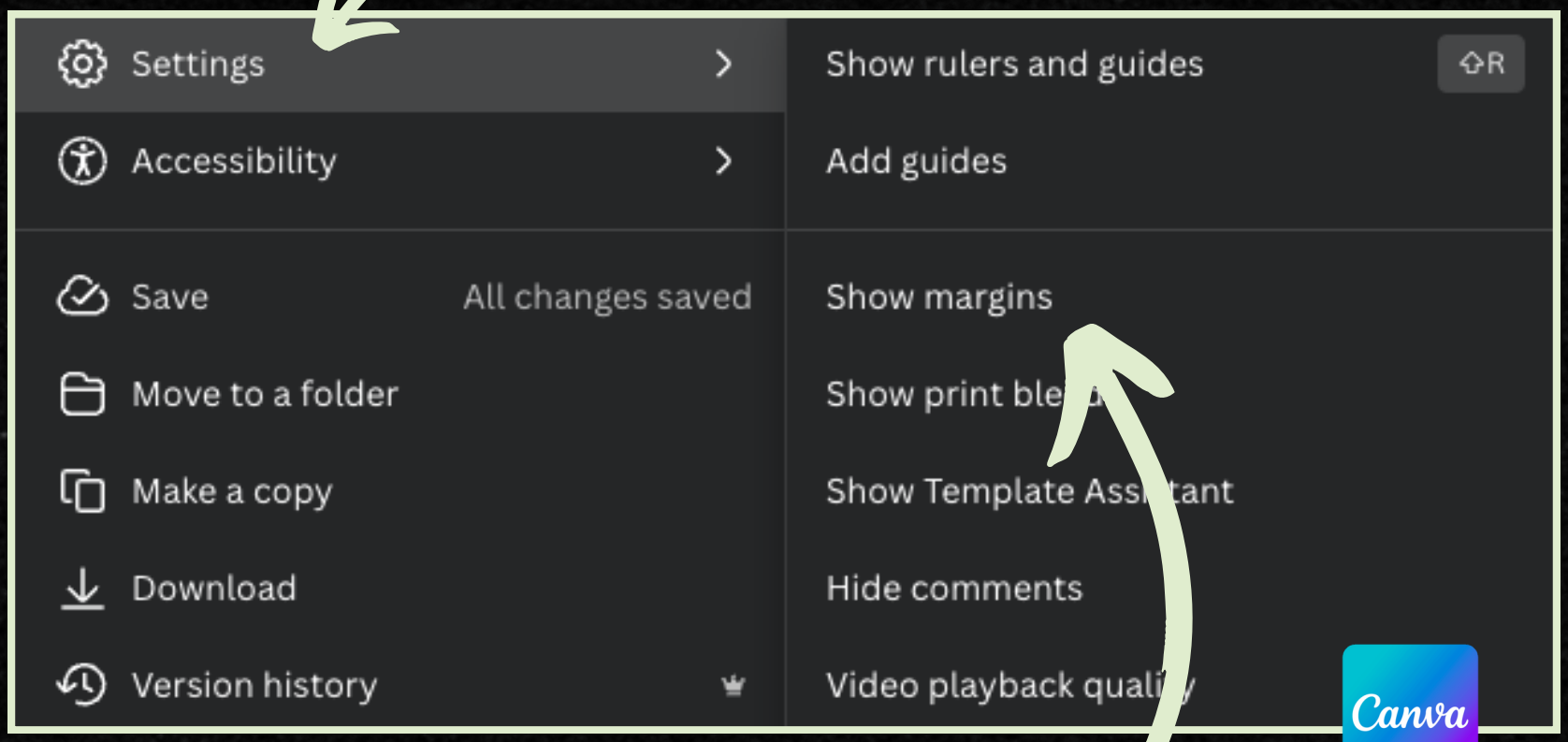


SIMPLE COLOR PALETTES ARE **EASIER FOR OUR BRAINS TO PROCESS**

4: Show Margins

Use “Show Margins”

CLICK **“SETTINGS”**



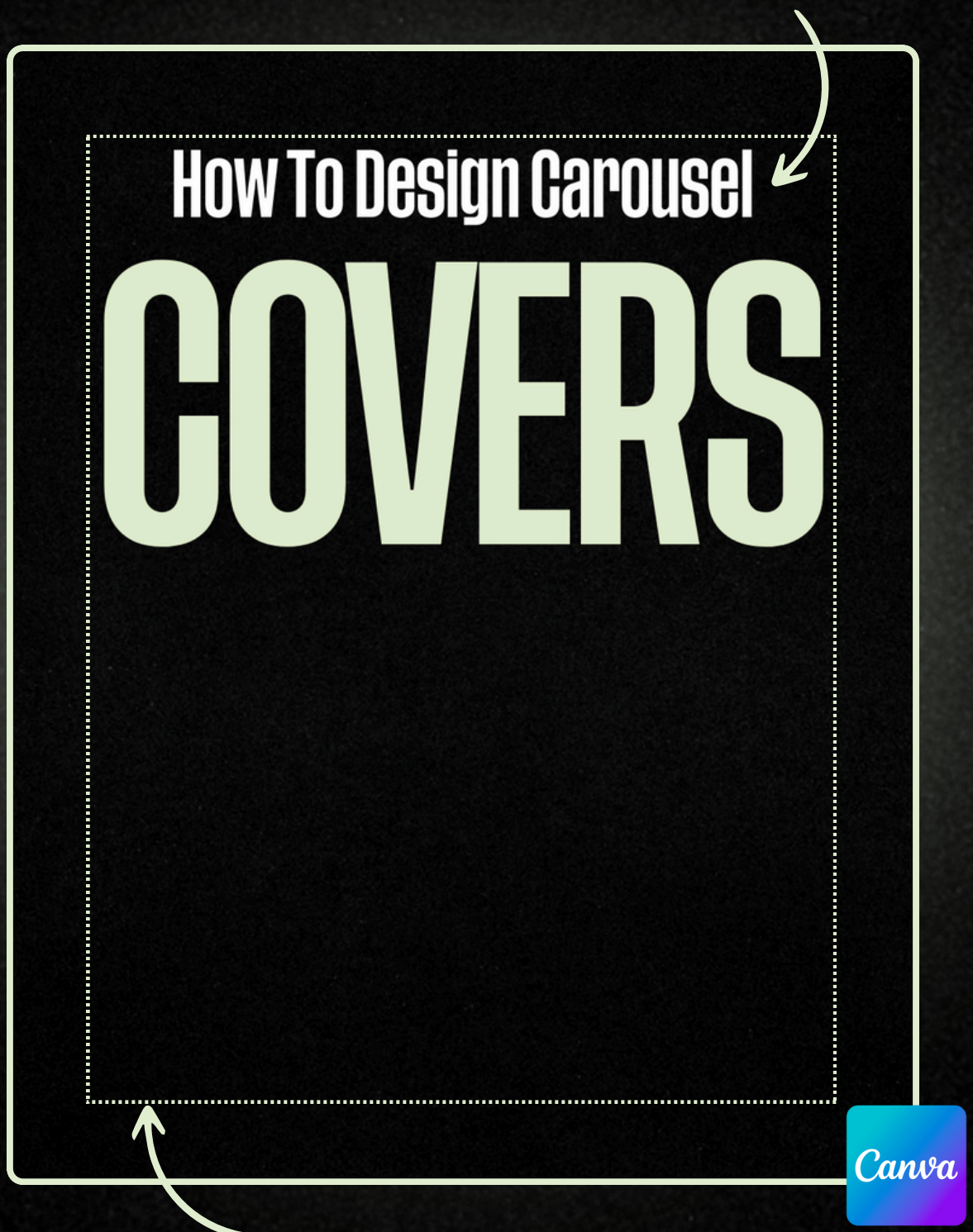
CLICK **“SHOW MARGINS”**

MARGIN

5: Position Text

Position your text at the top

ADD TALL FONT TEXT **AT THE TOP**



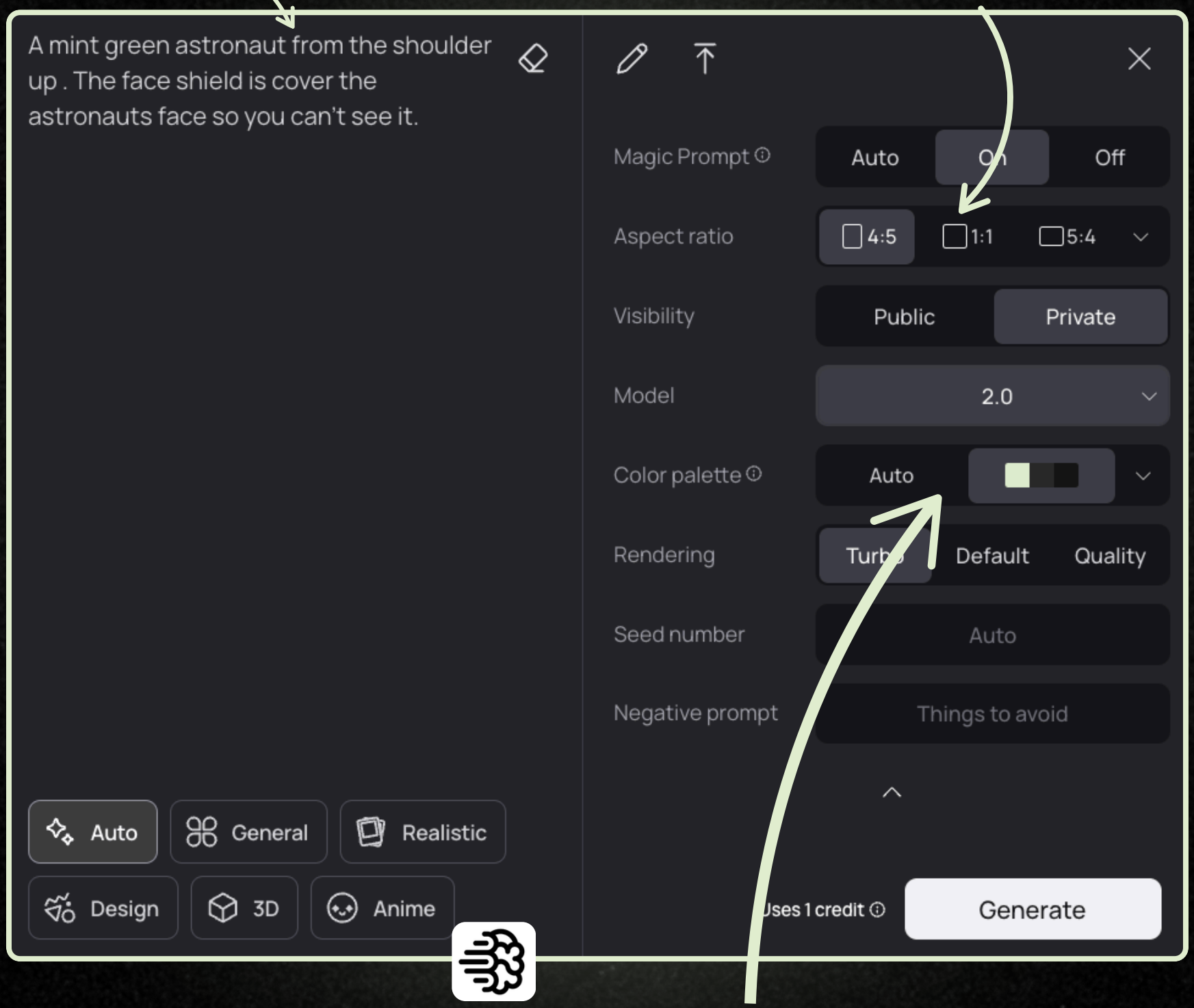
STAY WITHIN THE MARGINS

6: Create Image

Generate image in ideogram

PROMPT

SET IMAGE SIZE



IMPORTANT: SET COLOR PALETTE

7: Select Image

Generate image in ideogram

Ideogram generates 4 images in each generation. I generate a few batches, then select the best image.

I LOVE THIS ONE

I generate 90% of my images with Ideogram. It's simple, fast, and intuitive. Great for efficiency.

8: Add Image

Add image to **Canva**

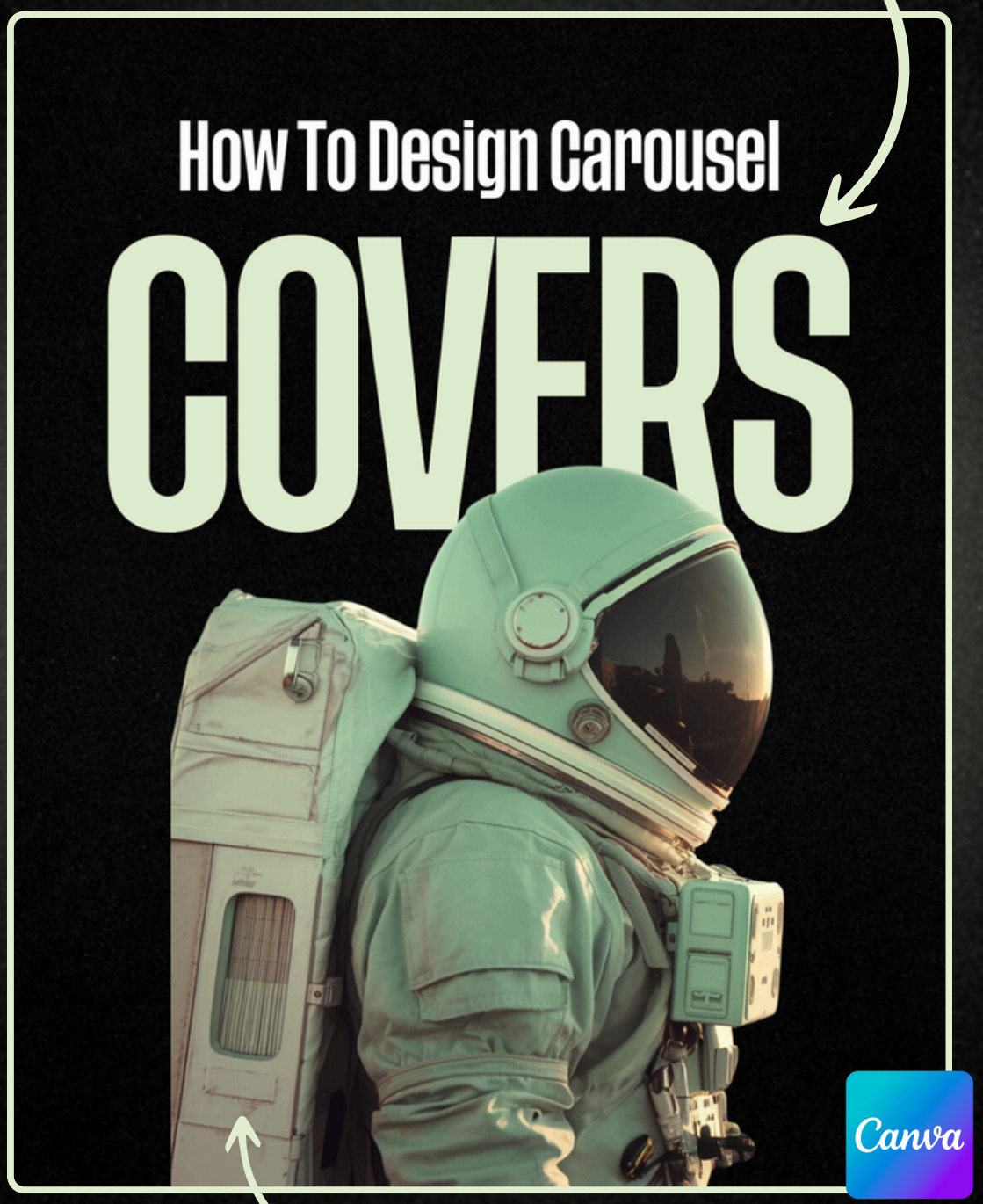
USE “BG REMOVER” TO REMOVE BACKGROUND

ADD IMAGE TO CANVA PAGE

9: Reposition

Position your text at the top

POSITIONING THE IMAGE IN FRONT OF THE TEXT CREATES A **LAYERED LOOK**

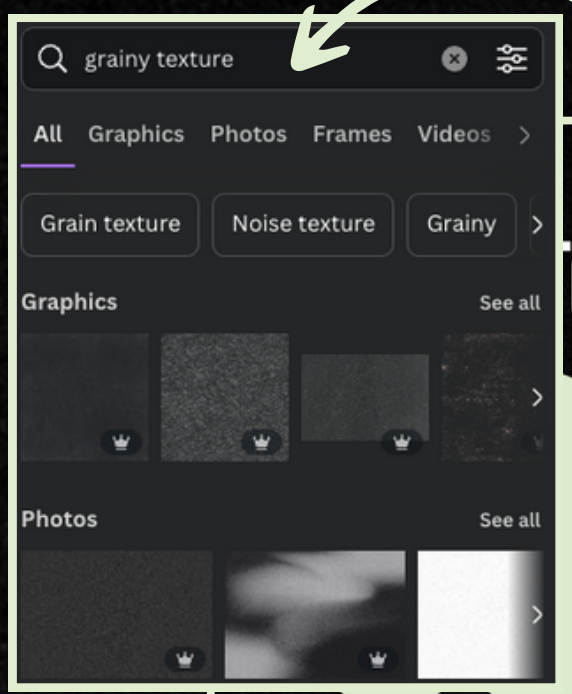


THE IMAGE CAN EXPAND OUTSIDE OF THE MARGIN

10: Polish

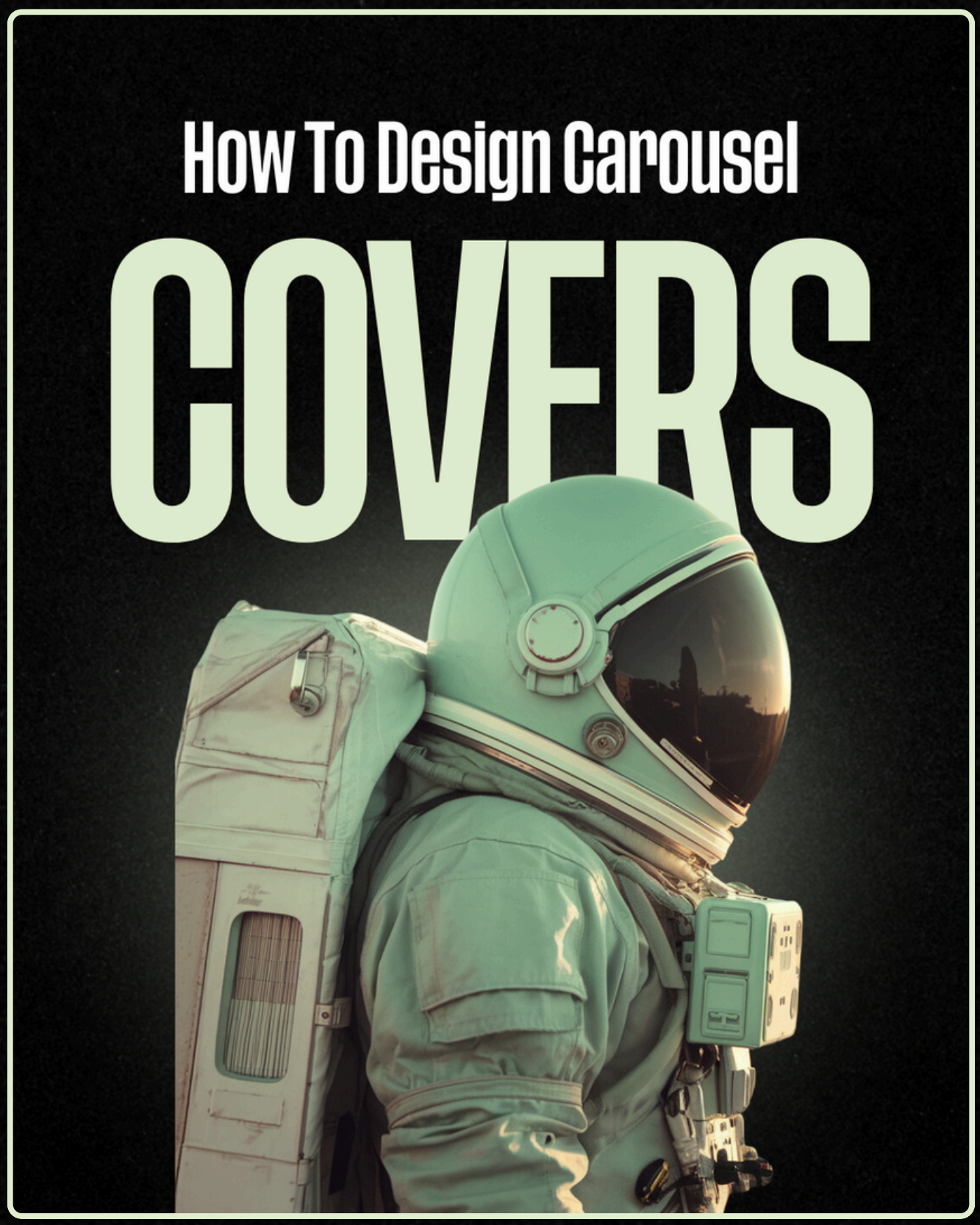
Add a background element

ADD A GRAINY TEXTURE ELEMENT IN CANVA



GRAINY TEXTURE

Canva

Final Product

An eye-catching cover