The biggest mistakes I see in carousels
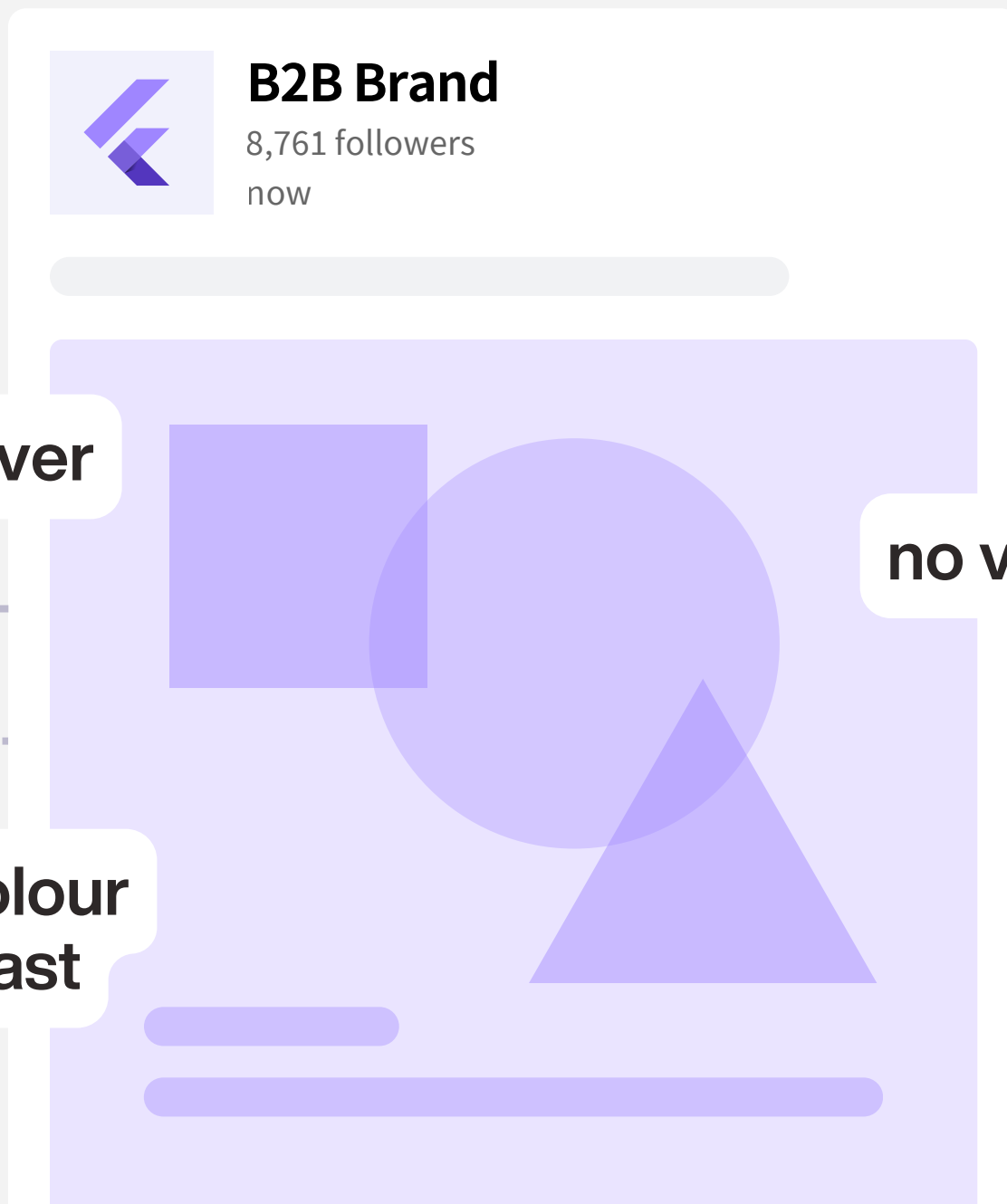
And how to **fix** them

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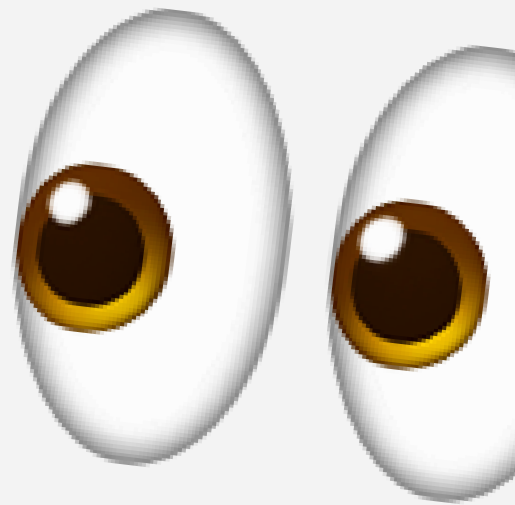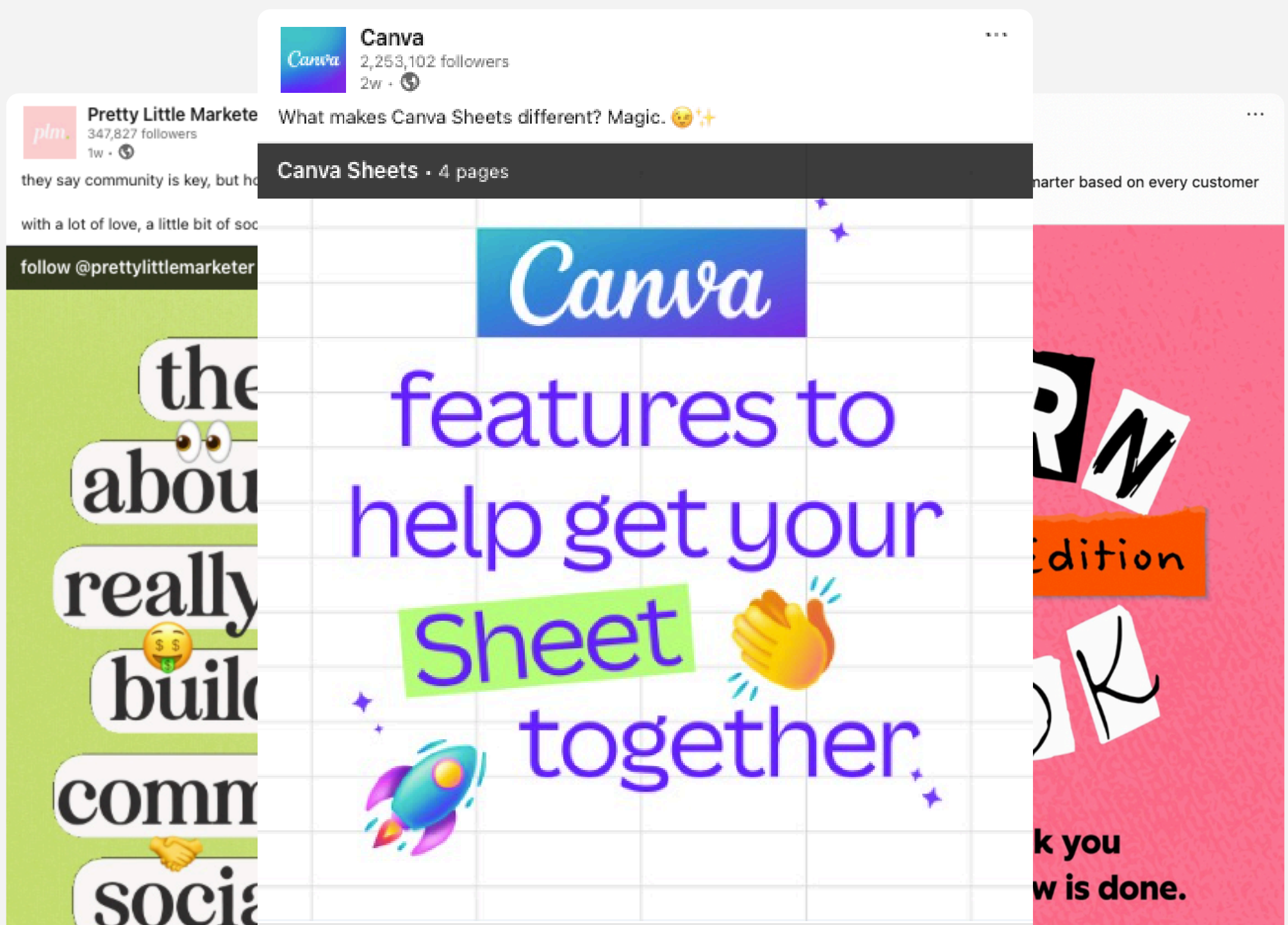
vague cover

no visual hook

poor colour contrast

I 💜 carousels

In case it wasn't obvious from my page, I *love* a good carousel.

And so do social algorithms, coincidentally! Carousels are currently outperforming other formats across LinkedIn, Instagram and even TikTok 👀

Why? Because they're easy to consume, can be packed full of value, and offer a lot of room for creativity.

But, they're not all created equal

With so many carousels hitting feeds every day, it takes more than dropping some text into a Canva template to stand out.

And there a few common mistakes I see creators make that quietly hold their content back.

Here's what they are, and how to fix them 👉

1. Vague cover

Your cover page should make it instantly clear what someone will get from reading your post.

If people have to stop and guess what your carousel's about, they'll keep scrolling.

Be specific about the takeaway and set expectations up front.

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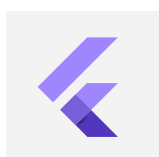8,761 followers
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🤔

3 Top Tips

2. No visual hook

Even strong copy can get missed without visual support, especially in an oversaturated feed.

Adding a striking image, bold shape, or clear visual cue helps your audience quickly grasp what your post is about - and gives them another reason to stop and scan.

Think about it - which of these covers is more likely to grab your attention?

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This one swap saved IKEA $1m

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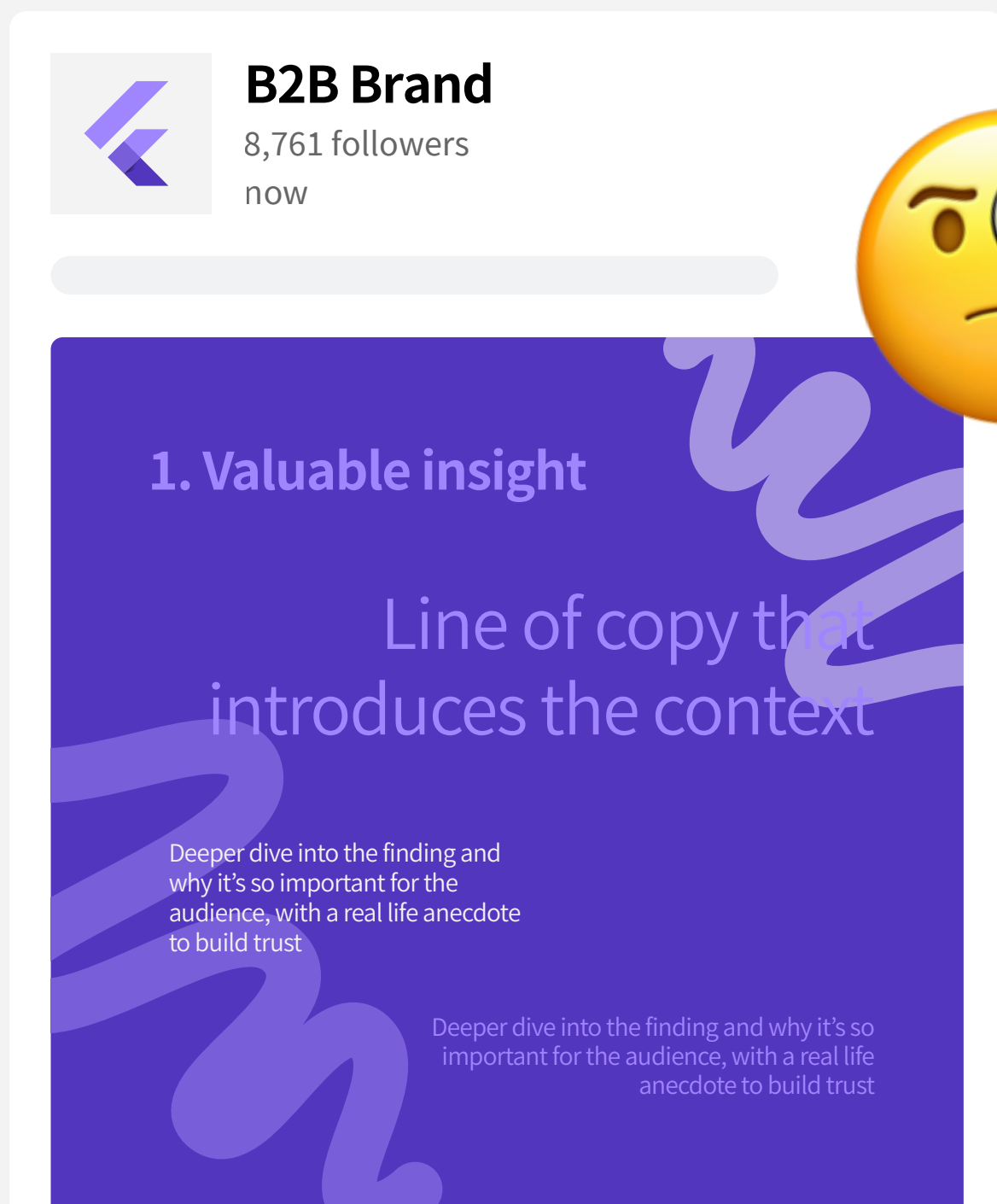now

This one swap saved IKEA $1m

3. Poor readability

If your carousel isn't easy to read, your message gets lost.

Text that's too small, colours with low contrast, or layouts without clear hierarchy all make it harder for people to follow your ideas.

Clarity should always come before aesthetics🚨

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1. Valuable insight

Line of copy that introduces the context

Deeper dive into the finding and why it's so important for the audience, with a real life anecdote to build trust

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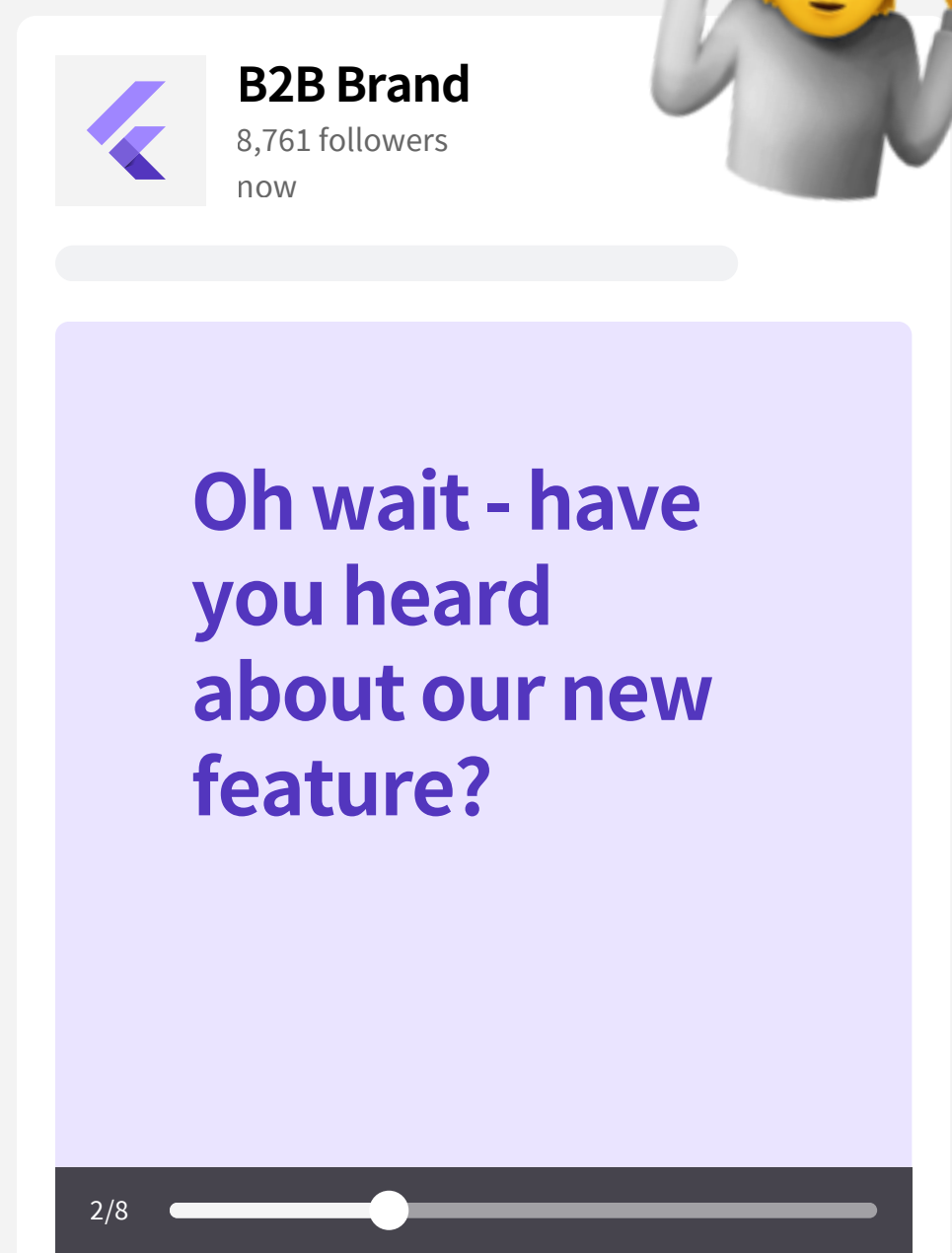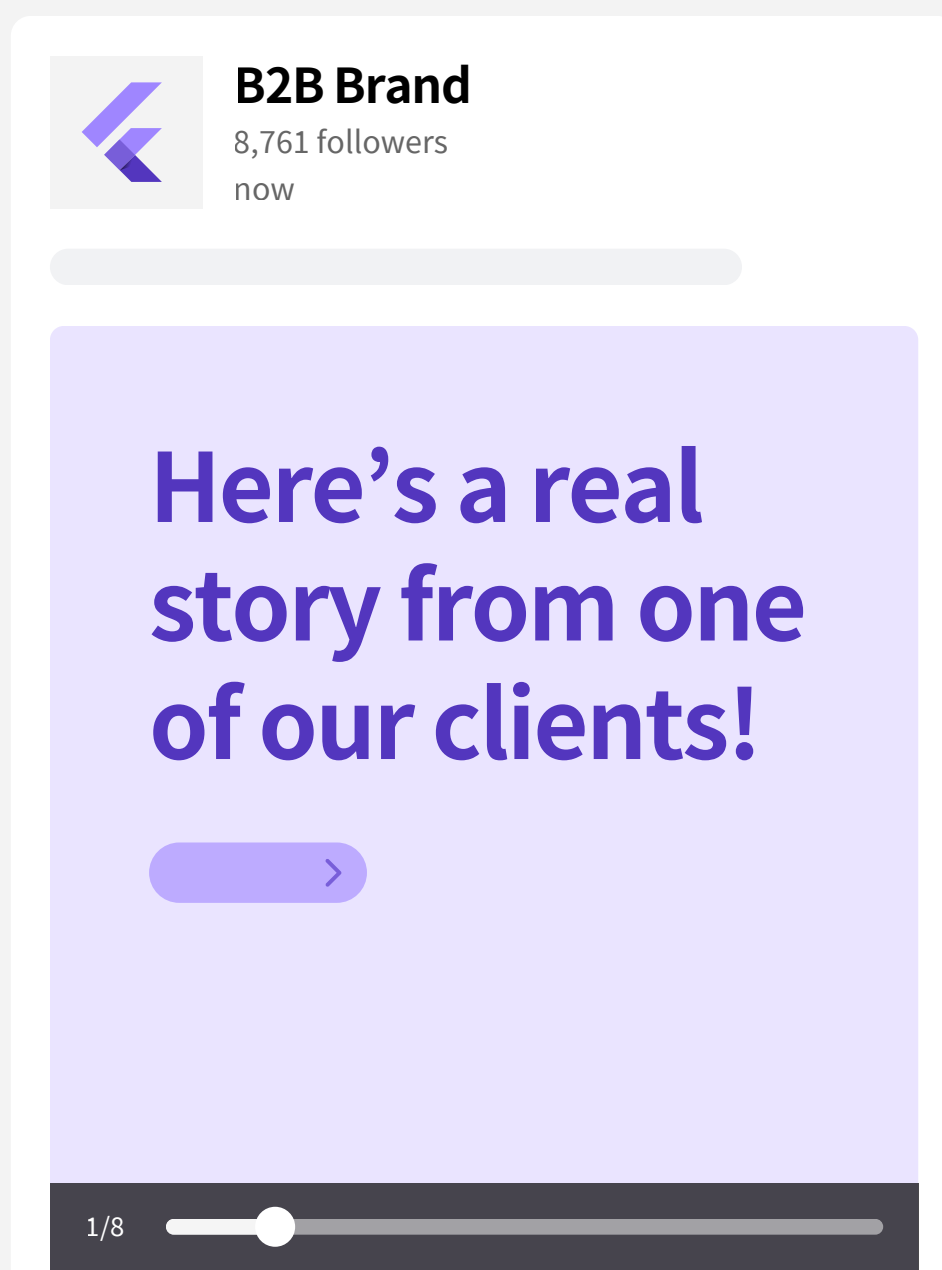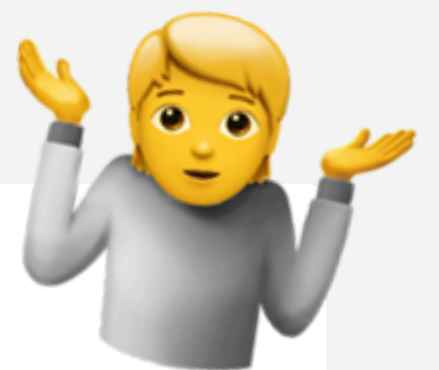
4. No narrative thread

A good carousel should feel like it's going somewhere.

Each slide needs to lead naturally to the next - that's what builds momentum and curiosity as someone swipes through.

If your carousel is rambly and lacks that narrative flow, you're more likely to lose your audience.

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Here's a real story from one of our clients!

1/8

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Oh wait - have you heard about our new feature?

2/8

5. Inconsistent style

Switching up your style every now and then can be fun, but if you're adopting an entirely different aesthetic for each post you risk confusing your audience.

The goal is for people to recognise you instantly in the feed before they even see your name.

Keep a few core elements consistent (like colours, fonts or layout), and use imagery or tone to bring variety instead.

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