

PLANN

HOW TO CREATE LINKEDIN CAROUSELS TO SKYROCKET YOUR PERSONAL BRAND



INTRODUCTION

WAIT...CAROUSELS ARE A THING ON LINKEDIN!?

PSA: LinkedIn is officially cool, and it's time to pay it some attention! Yep, gone are the days when the platform was considered the slightly daggy uncle of Facebook and Instagram. No longer is it just a place where you get updates when your boss from five years ago starts a new job, or you receive thinly-veiled 'professional' requests (cough: sales pitches) from people you've never met.

Thanks to some cool new features, LinkedIn has slowly but surely metamorphosed from a professional networking platform to a powerful vehicle to grow your personal brand. First, there was LinkedIn livestreaming, then polls and now stories. But somewhere along the way, LinkedIn also quietly unrolled what is perhaps its most underrated feature of all: carousel posts.

As we've seen recently on Instagram, these 'slideshow-esque' posts are absolute gold for creating shareable content that generates loads of engagement. They're also an excellent tool for thought leadership, which is exactly why you should jump on this little-known feature early to help you grow your brand and business.

In this handy guide, we're going to walk you through step-by-step on how you can create and share carousel posts for LinkedIn. Oh, and the best part? You can do it without even leaving the Plann app, thanks to our brand spankin' new LinkedIn integration!

1. DETERMINE YOUR OBJECTIVE

First things first, it's time to figure out what exactly you're going to say in your LinkedIn carousel — and that begins with defining your objective.

This type of rich content lends itself to so many different purposes. You might use your carousel to showcase the different benefits or features of your product. Or, perhaps you could use it to share a range of tips on a subject you're an expert in. You might even use it to repurpose an existing blog post on LinkedIn. The opportunities are endless! Entrepreneur Gary Vaynerchuk is a master of content repurposing and unsurprisingly, he's jumped on the carousels bandwagon early. On the right hand side, you can see how he's used this content type to repurpose blog-style content in a visually engaging way.



Gary Vaynerchuk • 2nd
Chairman of VaynerX, CEO of VaynerMedia, 5-Time NYT ...
5d • 🌟

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Skills in many cases can be taught & trained for - these qualities however are much harder to develop.

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2. MAP OUT YOUR CAROUSEL

Once you've got your topic and objective, the next step is to figure out the flow of your carousel. That is, in which order will your content appear?

While there's no hard and fast rule, most effective carousels follow a certain formula. They begin with a title slide that includes the topic of your slideshow, your name and your organization.

Then, you'll generally want to stick to just one idea or point for each slide in your carousel. You'll also want to avoid using too much text on each slide, to ensure it's not too overwhelming or cluttered.

You can use as many slides in your slideshow as you like — the maximum is 300 pages! But no matter how many you go for, it's important to always end on a CTA (call-to-action) slide.

This is the reader's next step. Do they head to your website to learn more about you? Should they follow you on YouTube for more educational content? Should they send you a message on LinkedIn. Think about your desired outcome, and ask for it!

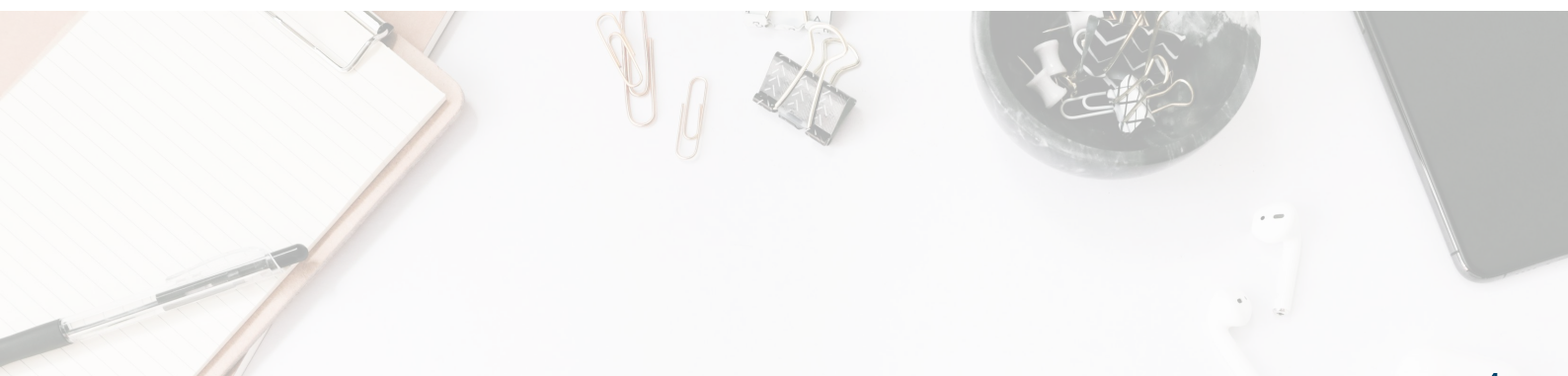
3. CREATE YOUR CONTENT

Next up, it's time to actually design your content. What's important to note here is that you can import carousels into LinkedIn in two different ways. Firstly, you can create an article in LinkedIn and embed your slideshow into it by copying and pasting a link from an app like Slideshare, Prezi or Canva.

You can also upload your carousel as a document as a standalone post, which is what Gary Vee has done in the above example. LinkedIn accepts PPT, PPTX, DOC, DOCX, and PDF documents with a file size less than 100 MB.

Personally, we think the easiest and most streamlined way to do it is to create a slideshow using one of many Canva's templates, from right within the Plann app. This will give you the right structure for your slideshow and all you have to do is add your content, branding and any additional images and diagrams you want to add your slides. Simplicity is beauty, baby!

A little tip when you're creating your carousel: it's a wise idea to put your logo on every slide. This means if someone decides to share your content, you're getting the credit and reach!



4. EXPORT AND POST!



As mentioned, there are two different places you can share your carousel on LinkedIn. So, which do you choose? Well, it depends.

If you're posting a long form, thought leadership post and simply want to supplement your content, we recommend embedding it into an article via a link.

You can do this from within Plann by copying your slideshow link in Canva, heading to our LinkedIn scheduling tool and pasting it into the 'slide' feature in your article.

But, if you're wanting your carousel to act more as a standalone piece of content, posting it as a document is going to be your best bet. You can create your slideshow in Canva, and select that document to upload to your LinkedIn feed on Plann.

READY?

PLANN YOUR CONTENT

Voila! Now that you've got your thumb-stopping carousel content, it's time to schedule it on LinkedIn.

With Plann's new LinkedIn feature you can plan days, weeks or months in advance and leave that social media overwhelm behind. Sign up for your 7 day free trial right now. ←

