CAROUSEL CREATION CHECKLIST

CLARIFY THE MESSAGE

- ☐ Define the one core idea or takeaway
- ☐ Write a hook headline that sparks curiosity
- ☐ Identify your audience and their pain point
- ☐ Choose a tone: informative, bold, conversational, etc.

PLAN THE STRUCTURE

- ☐ Map out 5—7 slides with one message each
- ☐ Use a flow: hook → context → insight → CTA
- ☐ Keep it linear—no jumps or detours
- ☐ Limit jargon, long sentences, and nested bullets

PICK THE RIGHT TOOL

- ☐ Use Canva for speed and templates
- ☐ Try Figma for precision and collaboration
- ☐ Test Adobe Express, Visme, or Pitch for visual storytelling
- ☐ Choose tools based on complexity, not habit

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DESIGN FOR READABILITY

- ☐ Use brand-aligned templates with clear text hierarchy
- ☐ Stick to one font family and color palette
- ☐ Add icons or visuals that support the message
- ☐ Keep layout consistent across all slides

TEST BEFORE YOU POST

- ☐ Preview on mobile to check font size and layout
- ☐ Ensure each slide makes sense on its own
- ☐ Confirm alignment, spacing, and contrast
- ☐ Check CTA clarity—what should the reader do?

OPTIMIZE & REPURPOSE

- ☐ Save templates for future use
- ☐ Repurpose carousel content into blog posts, emails, or videos
- ☐ Track performance: saves, shares, reach
- ☐ Use insights to refine future carousels

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