10 Instagram Carousel Post Ideas

Use this list as inspiration for your Instagram channel to tell your story and to build your brand with engaging Instagram Carousel Posts!

Looking to get started using Instagram carousel posts to share multiple photos and videos in one Instagram post?

We've put together a list of ideas to help you with creating carousel posts for your businesses Instagram channel.

1. Create a step-by-step tutorial

2. Breakdown a recipe and final product

3. Share a series of your favorite quotes

4. Share photos you took from an event you attended

5. Putting on an event? Highlight each of the sessions or speakers

6. Share testimonials from customers

7. Are you a real estate agent? Create Instagram carousel posts to showcase a property listing

8. Do you sell clothing? Share a new top along with different ways you can wear it

9. Tell your followers more about the people that work for your business

10. Record short video clips and create a sizzle reel about your business

Have questions about building your brand using Instagram? Check out our complete Instagram archive.

Looking to improve your social media skills? Tired of wasting time posting content and not getting the results you want? Contact us about our Social Chefs Academy.