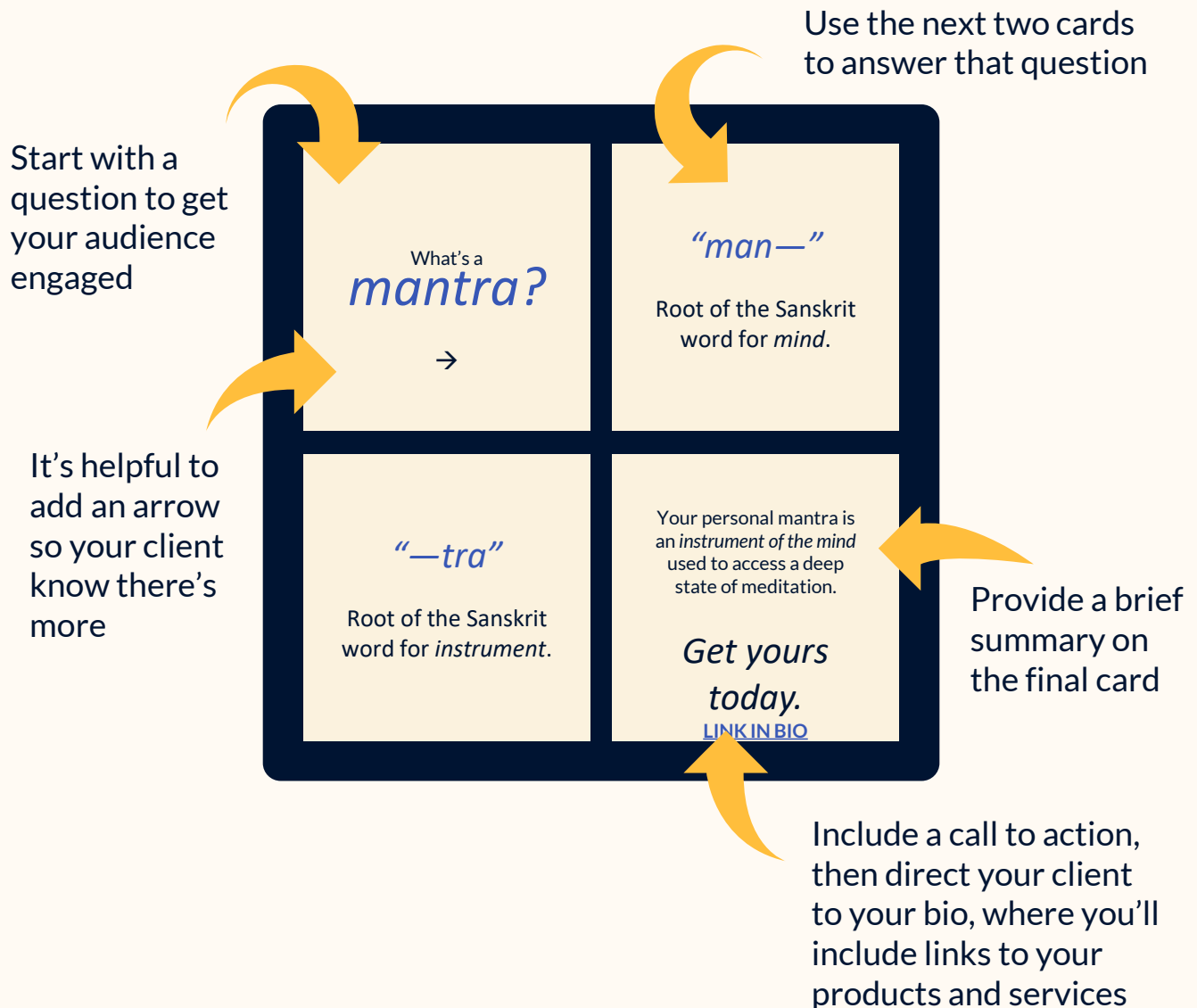


Small business advertising

DAY 18 WORKSHEET | INSTAGRAM CAROUSEL (PAGE 1 OF 2)

Carousels are a great way to tell a short story and drive traffic to your website. Take a look at the example below, then create your own on the next page.



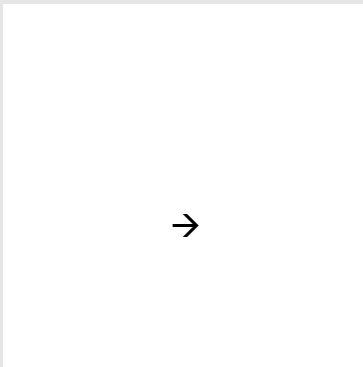
Small business advertising

DAY 18 WORKSHEET | **INSTAGRAM CAROUSEL (PAGE 2 OF 2)**

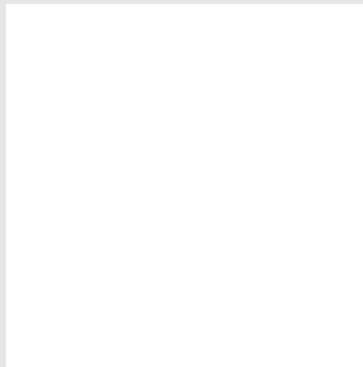
Instructions:

Use the prompts to create your 4-card carousel. Then use steps 5 and 6 to adjust for branding and save your carousel as images. Finally, upload the images to your favorite social media network that uses carousels.

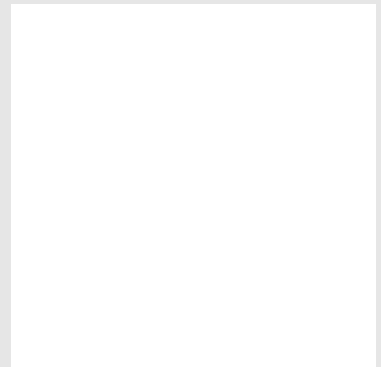
01 | Start with a question to get your audience engaged



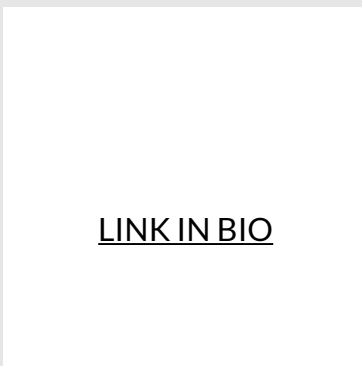
02 | Write the first part of your answer below



03 | Write the second part of your answer below



04 | Write a short summary and/or a call to action



05 | After writing your advertisement, adjust the text sizes, fonts, and colors of each square in alignment with your branding choices

06 | When you're happy with the design, right-click each square (or control click on Mac) and select "Save as image"