



MAKERS CONTENT LAB

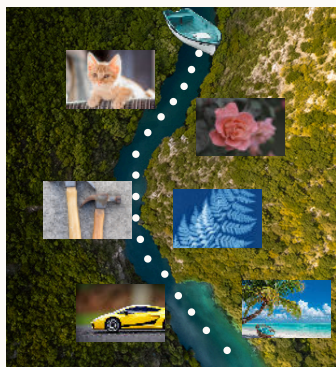
August 2026

session 2: **intro**

KEY TAKEAWAYS

- Very important to make an intro post
- **pin it to your profile**
- It doesn't have to be perfect, in fact, make it simple so it's quick and easy to do
- you can make a new one whenever you want
- it can be a carousel or a reel

WHY



When people are scrolling online, it's like they are floating down a river. Along the way they come across many interesting venues, but which one do they visit?

Each venue has a sign outside saying what features it has: a pool, a bar, a view. So when the visitors dock, they read the sign at the entrance and make a decision whether to visit or not.

When you post content, the algorithm takes it to people who may be interested in what you are posting. While, your post may be a nice thing to look at - why should they follow you? Your pinned post acts like that sign at the entrance of your account. If your content was interesting to them, potential followers will take a brief look at your profile, read your intro post and make a quick decision about why they should follow your account. Your pinned post needs to tell them why they should follow you.

KEEP IT SIMPLE

You don't have to show your face - but do consider it as people do follow people... not brands. Show representations of you too - your work, your markets, local landscape etc.

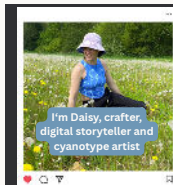
Opening slide very important, indicates it's an intro post

What you do

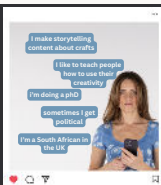
Reason you do it.
The why or the context

Reasons people might want to connect with you

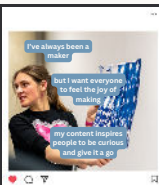
Reason they should follow you



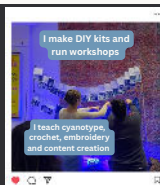
"hello, i'm x
this is more about me



list a few things about you - can be random



"I started because"
"I used to do this"
make it personal



what makes you different?



"I'll show behind the scenes"
photo of anything that illustrates this

this is a brief and simple example, but do what you want with it and make it your own!

HOW

1. write down your post ideas, map out each slide
2. Keep it short and to the point - no long paragraphs
3. find photos or videos that illustrate your points - they don't have to be professional
4. Feeling nervous or unsure? Read your ideas to a friend, and see what they say
5. Gather your photos in an album so they are easy to use

MAKING

Tools:

You can use Canva, Edits, or Instagram to create your post

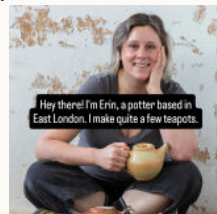
Canva is good for creating templates but i'd suggest editing your carousel content directly in Instagram or their editing app, [Edits](#)

- how to make a carousel with text on Instagram, [full tutorial](#)
- how to use Canva [full tutorial](#)
- Aspect ratios, read [more here](#)



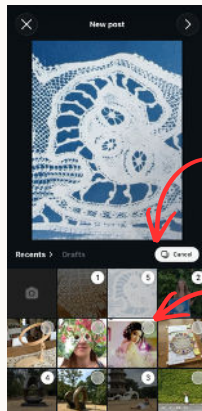
Ratio:
a post can be...
1:1 3:4 9:16 (for reels)

For example



[edumitru.ceramics](#)

POSTING



click this to choose multiple photos

select your photos/videos

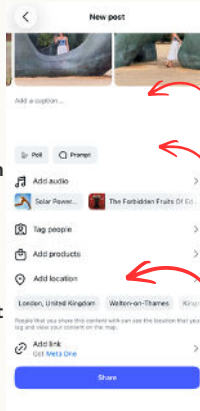


choose a song, it will help with reach

add text to each slide

you can even add additional photos as an overlay

you can edit brightness and other settings



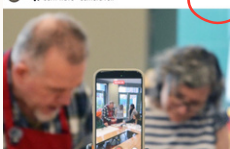
First line of your caption is your hook

use caption to say more things you couldn't fit on the photos

add location, if relevant (even if just the country)

HOW TO PIN TO PROFILE

heritagecrafts and daisybow_craft



select these lines at the top of your post

scroll down and select pin to main grid



WHAT NEXT?

- this post provides an important function
- See what happens if you occasionally update it.
- Play and have fun - that's how you learn.