



# The Ultimate Guide: Instagram Checklist



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# Profile Checklist

## Create an Instagram Name

Think of a name that reflects who you are in the least possible words. Make sure the Instagram user is the name of your business and easy to find

## Choose a Profile Picture

It is important to make it clear, simple and recognizable. It is ideal to choose a profile that best represents your business and we recommend you to add your Logo as a profile picture

## Instagram Bio

Tell profile visitors who you are and why they should care. Use clickable tags to promote branded hashtags and sister accounts. Don't forget to include a link back to your website.

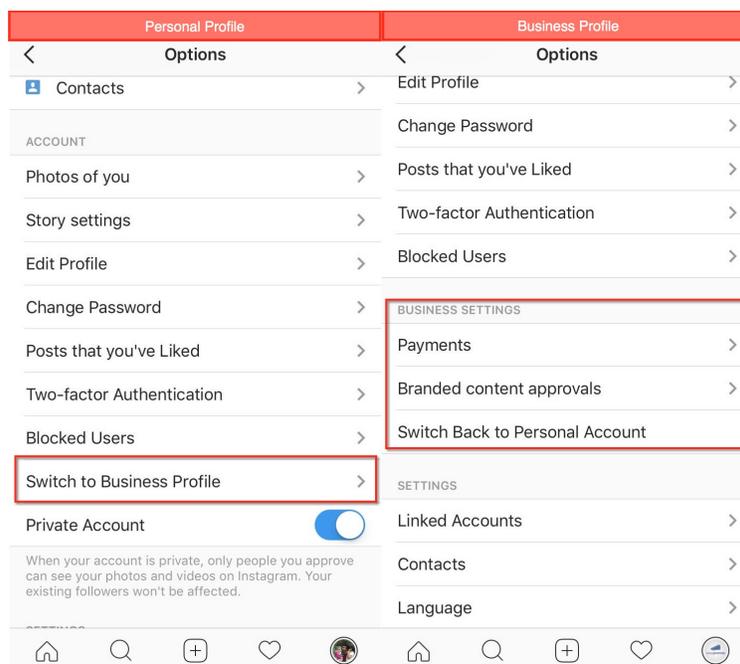
# Profile Checklist

## Following

When you're just starting out, it can be exciting to imagine how many followers on Instagram your account can get. We recommend you follow other businesses in your niche in order to make friends and build a following

## Business Settings

Convert to a Business Account within your app account settings. This allows you to see statistics, advertise, and access a few additional features



# Photography Checklist

## Take Good Photos

Discover how to take good Instagram photos to drive engagement and targeted leads to your offers, products and sales. Make sure your photos are clear and high quality. Just grab your phone, find good lighting, and take your photo

## Edit your Photos

Learn the step-by-step instructions how to edit Instagram photos to make them much more visually appealing -- and clickable. Instagram has tools allowing you to edit your photos and videos directly on their platform. We recommend you find a filter you like, choose the exposure, contrast, and use it the same way for every picture

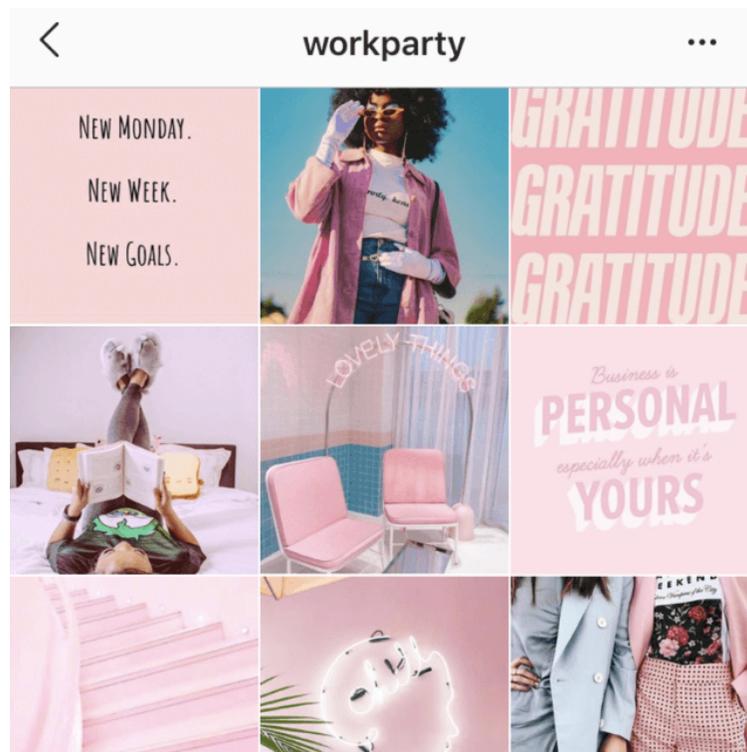
# Posting Tips

## Questions to ask yourself before posting

- Is your primary goal to attract more followers?
- Does this make sense for my brand?
- Do you want to completely change the way people see your business?
- Is the caption engaging?
- Is this the best time to be posting?

## Choose a theme

There are so many different Instagram themes you can create: borders or no borders, bright or dark, puzzle or rainbow? We recommend that you choose a consistent theme as well as adding a mixture of pictures of people, things, and scenery.



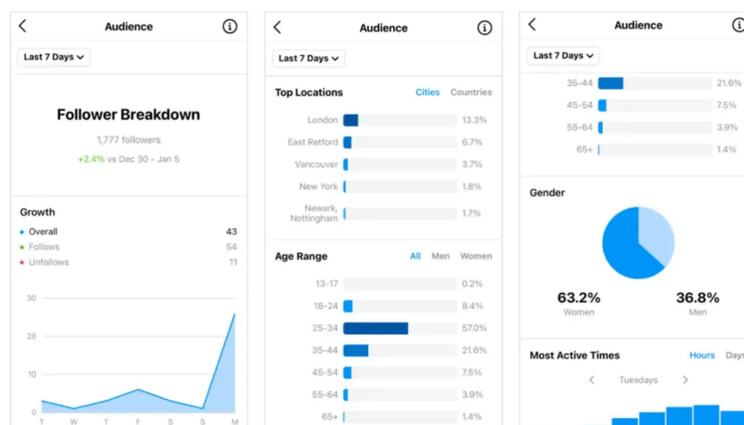
# Posting Tips

## Make meaningful captions

The way you caption is so important. Stay authentic and true to your brand; your audience will know when you're trying too hard. Make it relevant to your photo and specific to your audience. Keep special days in mind like the holidays, national days, and popular hashtags. Posing a question is also a fun way to interact with your audience.

## Find best times to post

If you have your Instagram set to business (and you should) you can view which times to post that yield the best interaction. Pay attention to those times and post around them. You will definitely see a difference between stats.



# After Posting

## Publish Instagram Stories

Instagram's Snapchat-like feature lets you create sequences of photos and videos that expire after a day. Get the most out of Instagram Stories by creating short, interactive content that will help grow your audience on Instagram. Utilize this feature and advertise your newest post.

## Reply to comments

It is important to check and respond to Instagram comments, acknowledging your followers and commenters. Whether it be answering a complaint or just saying "thanks," it can make a huge difference.

## Connect accounts

Social media profiles are a great way to connect to your prospects and customers. They work as a doorway to your business website because they show your human side. Connect your other social media accounts to Instagram so whenever you post, it also gets posted onto platforms like Facebook, Twitter, Tumblr, and Pinterest.

# Growth Checklist

## Leverage Instagram Reels

Focus on creating engaging, short-form video content to tap into the growing trend of video consumption.

## Utilize Instagram Shopping

If applicable, set up and optimize Instagram Shopping to allow direct product purchases from your posts and stories.

## Incorporate UGC in your feed

Incorporate User-Generated Content: Encourage and share content created by your followers to build community and trust.

## Optimize for SEO

Use relevant keywords in your bio and post captions to improve visibility in search results.

## Constant Engagement

Regularly engage with content from accounts in your niche to increase visibility and community engagement.

## Utilize Instagram Guides

Create guides to provide value through curated posts and products around specific themes or topics.

# Growth Checklist

## Collaborative Live Sessions:

Partner with influencers or brands for joint live sessions to tap into each other's audience.

## Voice-Over Storytelling in Reels:

Use compelling voice-overs to tell stories in Reels, enhancing engagement through personal or brand narratives.

## Exclusive Content for Close Friends

Offer special content or previews to a "Close Friends" list to foster loyalty and a sense of exclusivity

## Interactive Polls in Stories with Direct Responses:

Use polls not just for engagement but also to collect direct feedback or product preferences.

## Location-Based Story Engagement:

Engage with stories and posts tagged in specific locations to target local audiences or niches.

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"Brenton Way was able to put into perspective our marketing goals and help align our influence with action"

- **Peace Out Skin Care**