

instagram checklist

HOW TO IMPROVE YOUR BUSINESS INSTAGRAM ACCOUNT

- CHANGE YOUR INSTAGRAM ACCOUNT TO A BUSINESS ACCOUNT.
- CLEAN UP YOUR BIO TO MAKE IT CONCISE & CATCHY - USE EMOJIS!
- CALLS TO ACTION - ARE YOUR BUTTONS LEADING TO WHERE YOU WANT YOUR CUSTOMERS TO BE?
- CLEAN UP YOUR GRID USING THE ARCHIVE FUNCTION. GET RID OF ANYTHING THAT DOESN'T MATCH YOUR BRAND OR IS OF LOW QUALITY.
- MAP OUT YOUR STORY - WHAT DO YOU WANT TO TELL YOUR CUSTOMERS / POTENTIAL CUSTOMERS ABOUT YOU AND YOUR SKILLS? USE THAT AS A STORY BOARD TO TELL PEOPLE ABOUT WHAT YOU DO.
- CREATE STORY HIGHLIGHTS BASED ON THE STORIES YOU WANT TO TELL YOUR CUSTOMERS. HIGHLIGHT "EVERGREEN" CONTENT THAT WILL BE RELEVANT FOR A LONG TIME.
- USE INSTAGRAM REELS TO TELL SHORT STORIES - MAX OF 15 SECONDS!
- HOST LONGER VIDEOS (1 TO 10 MINUTES) ON YOUR IGTV.
- DEVELOP YOUR AESTHETIC - WHAT DOES YOUR IDEAL GRID LOOK LIKE? ARE YOU SHOWING OFF YOUR BRAND COLOURS AND IMAGERY?
- USE NATURAL LIGHTING & VARIETY OF PHOTO ANGLES.
- FIND YOUR VOICE AND REVIEW YOUR CAPTIONS TO MATCH IT.
- REDUCE CLUTTER IN YOUR CAPTIONS - UNLESS YOU'RE A SUPER STRONG WRITER, GET TO THE POINT!
- DEVELOP A HASHTAG CLOUD THAT USES THE BEST HASHTAGS FOR YOUR SERVICE/PRODUCT/LOCATION.
- CHECK YOUR ANALYTICS - WHAT IS THE DATA TELLING YOU? WHAT DO PEOPLE LIKE TO SEE? WHAT ARE THEY RESPONDING TO?
- BOOST A POST THAT HAS DONE WELL ORGANICALLY.
- ENGAGE WITH YOUR AUDIENCE! KEEP IT SOCIAL!
- DEAL WITH NEGATIVE COMMENTS - DON'T DELETE OR IGNORE. TRY TO TAKE THE ISSUE OFFLINE - OFFER TO CALL THEM ON THE PHONE.
- SHARE POSTS FROM YOUR COMMUNITY AND CLIENTS.