

CHECKLIST FOR EVERY INSTAGRAM POST

- ☐ Don't post unless you are sharing a high quality image. Blurry, grainy, or underexposed photos are the worst! Take time to edit your photos either within the Instagram app or through a separate app like VSCO, SnapSeed, or AfterLight.
- ☐ Make sure your photo is aligned with your brand. Ask yourself if the style/vibe/colors first with the personality of your brand and the rest of your Instagram feed. Is the content related to your business or is it "Filler" content?
- ☐ If you are re-posting a photo that you do not own, properly credit the owner by tagging them in the photo and mentioning them in the caption.
- ☐ Tag any people/brand featured in your photo and (if relevant) tag the location. This is a great way to increase your exposure on Instagram and can lead to your photos being shared by other accounts!
- ☐ Give you're followers more than just a pretty picture and compose a caption with value. If you're promoting a product, tell them why it's awesome. If you're posting an inspirational image, tell them why it's inspiring. If you're sharing a behind the scenes peek at your business, tell them why they should care.
- ☐ Include a call to action. For every photo you share, you have the opportunity to ask your followers to do something — buy your product / sign up for your list / enter a giveaway / tag a friend / respond to a questions. If you want people to engage with you, you have to engage with them!
- ☐ Add relevant hashtags. If you're trying to grow your Instagram following, hashtags are an easy way to get more eyes on your account. Make sure the hashtags you are using are specific to your target audience and not just generic hashtags like #love #fun #try or spammy like #followme #tagsforlikes
- ☐ Respond to comments. If you check off 1-7, then it's likely that you've gotten some comments on your photo. Continue the conversation with your followers by responding to their comments! Even just thanking them for leaving a comment can go a long way!