

# INSTAGRAM CHECKLIST

Instagram is a great place to give your audience a look “behind the scenes” & gain customer loyalty. Check off as many boxes as possible to create a successful account.

## START A NEW ACCOUNT

### CREATE USER NAME

Make it easy for your followers to read, spell & tag.

### UPLOAD LOGO

Make your mark on Instagram with your unique company logo.

### CREATE HASHTAG

Brainstorm a one of a kind hashtag to attract your target audience.

### FILL IN BIO

Write a thoughtful bio that includes your hashtag & link to your site.

### CREATE INTRO POSTS

Make 9-15 posts to authenticate your account to potential followers.

### GO PUBLIC

Now that you are ready, change your privacy settings to public.

### MAKE A SCHEDULE

Schedule posts daily, to maintain consistency & accountability.

### START FOLLOWING

Find influencers & competitors. Note what makes them successful.

## FOR QUALITY POSTS

### CURATE CONTENT

Curate posts using quality content. Maintain brand colors & overall look.

### WRITE CAPTIONS

Create thoughtful & concise captions. Include a call to action.

### USE HASHTAGS

Only use 3-5 hashtags. Try hashtags that are trending in your industry.

### ENGAGE WITH USERS

Reply to all comments & tag users. Returns likes & always follow back.

### REQUEST ENGAGEMENT

Request specific actions. Comments, likes, follows, shares & website clicks.

### GIVE AN INSIDE LOOK

Users want to see past marketing. Post content that gives an inside look.

### PROMOTE YOURSELF

Promote your products or services. Post promos, contests & updates.

### POST DAILY

Post at least once a day. If you can't post daily, aim for Monday-Friday.