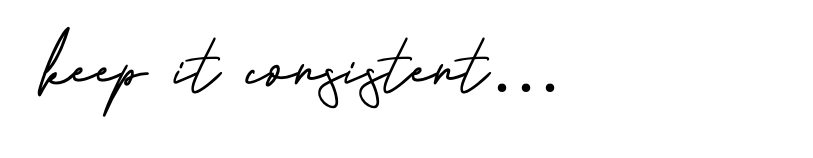
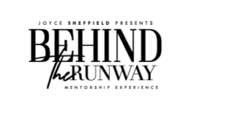
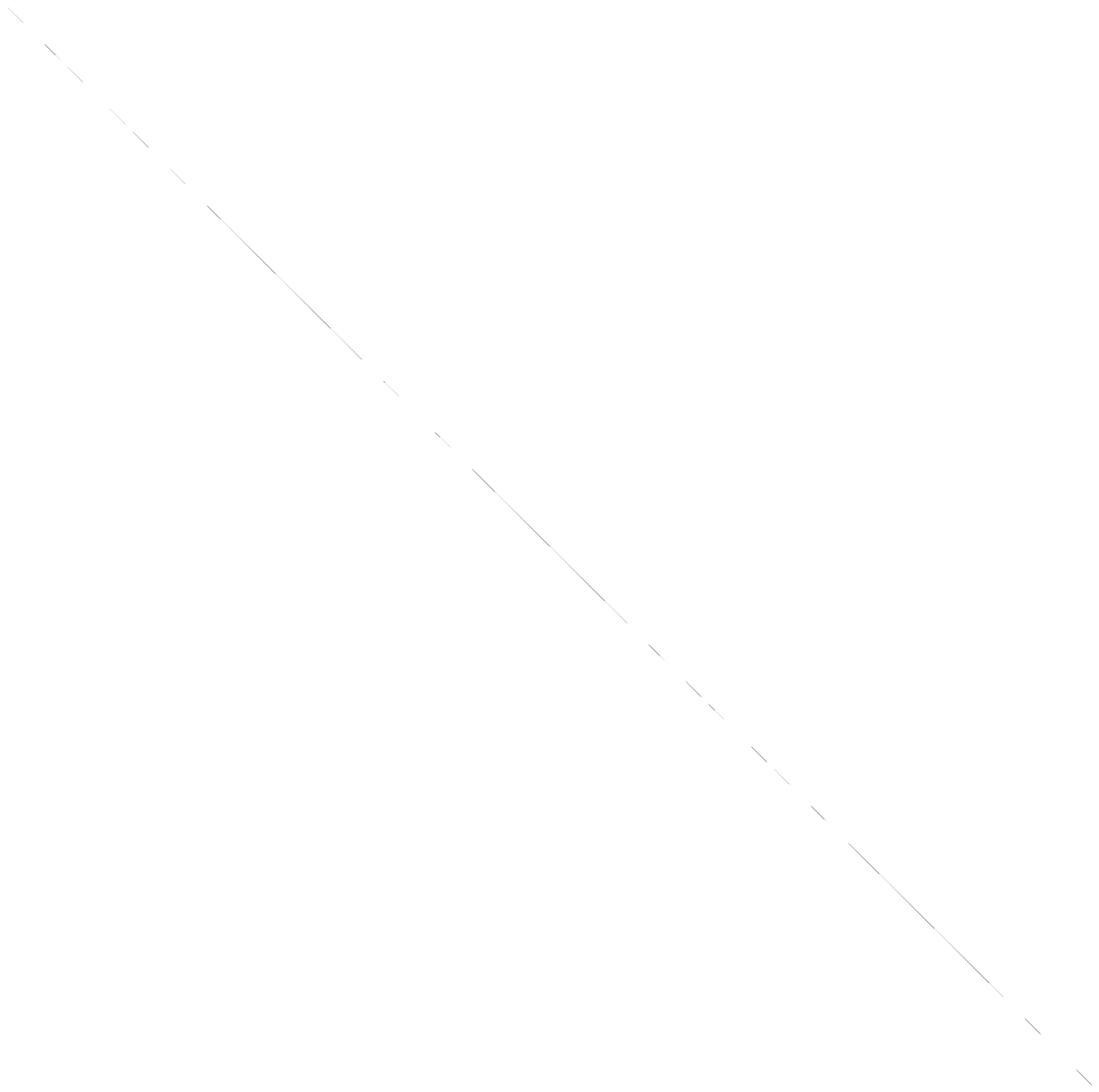
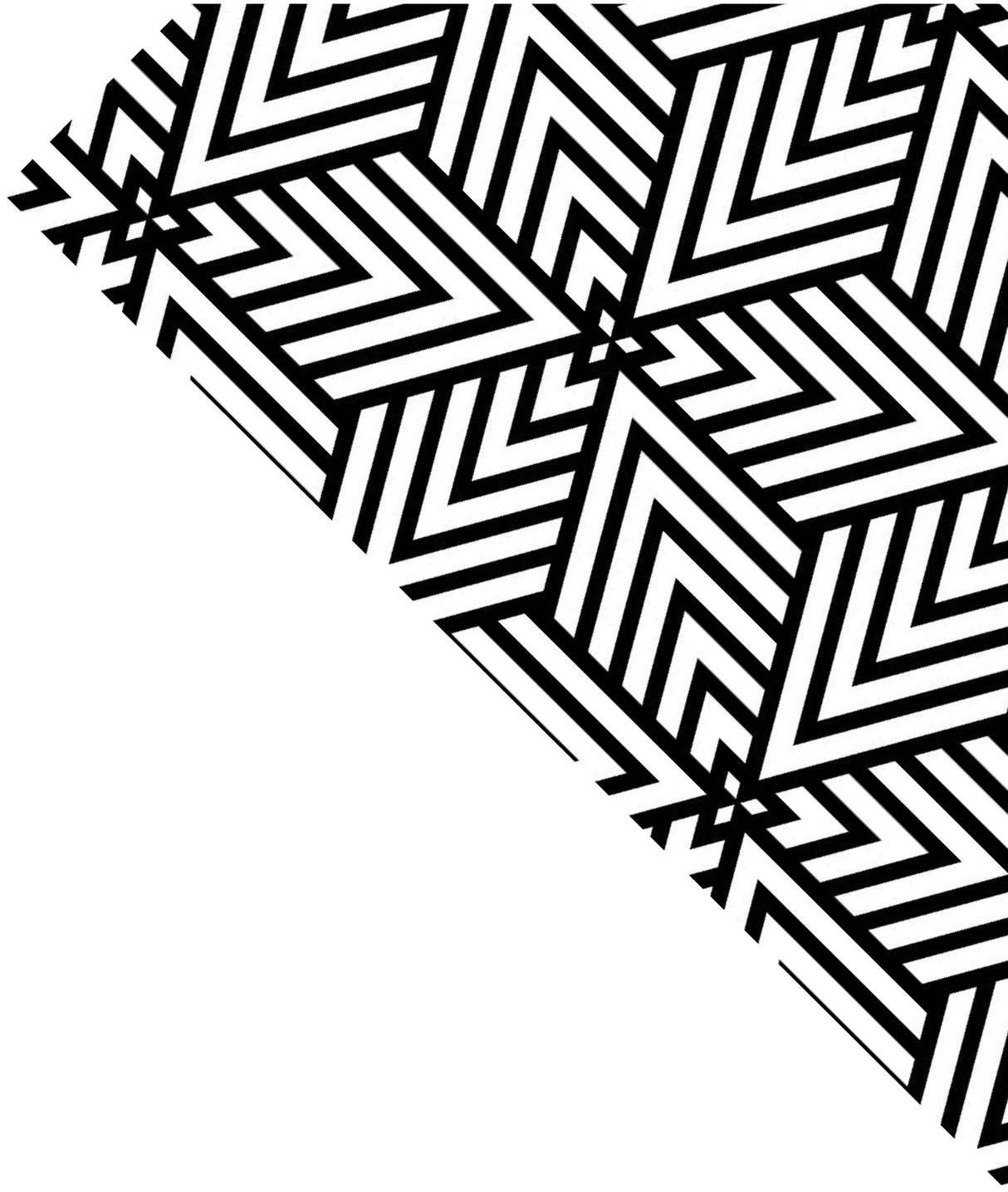
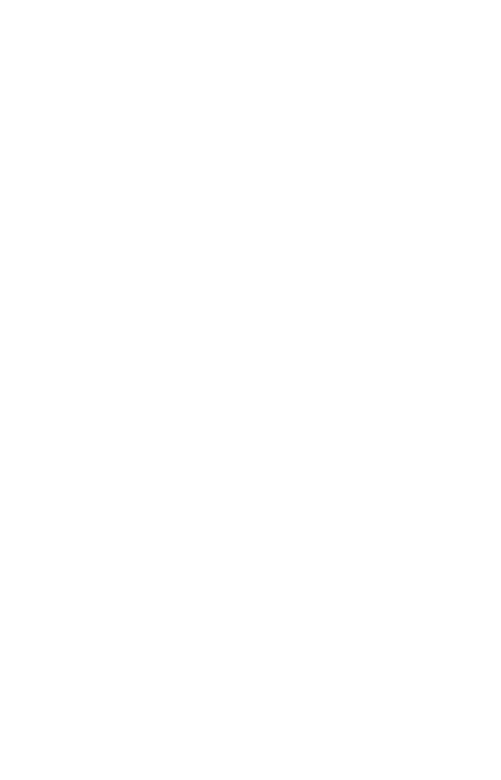
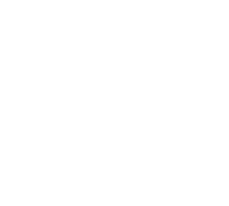


**A picture containing drawing

Description automatically generated**

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**YES NO**

Is your Instagram username consistent across all social media platforms?

Is your Instagram username easy to find and spell? Does your username coincide with your business?

Is your profile photo consistent across all social media platforms?

If you are a business, is your logo recognizable?

Does your Instagram bio clearly portray what your brand is/does/offer?

Is your bio clear as to who will benefit from your page? Is your bio clear as to who will benefit from your page? Is there a call to action in your bio?

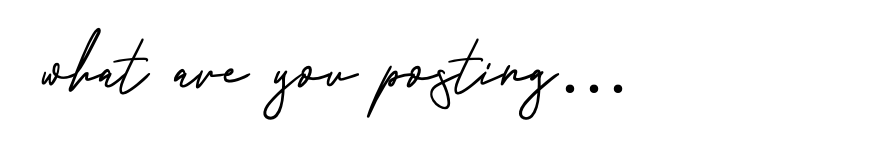
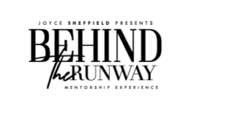
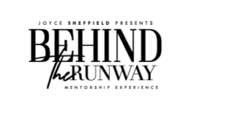
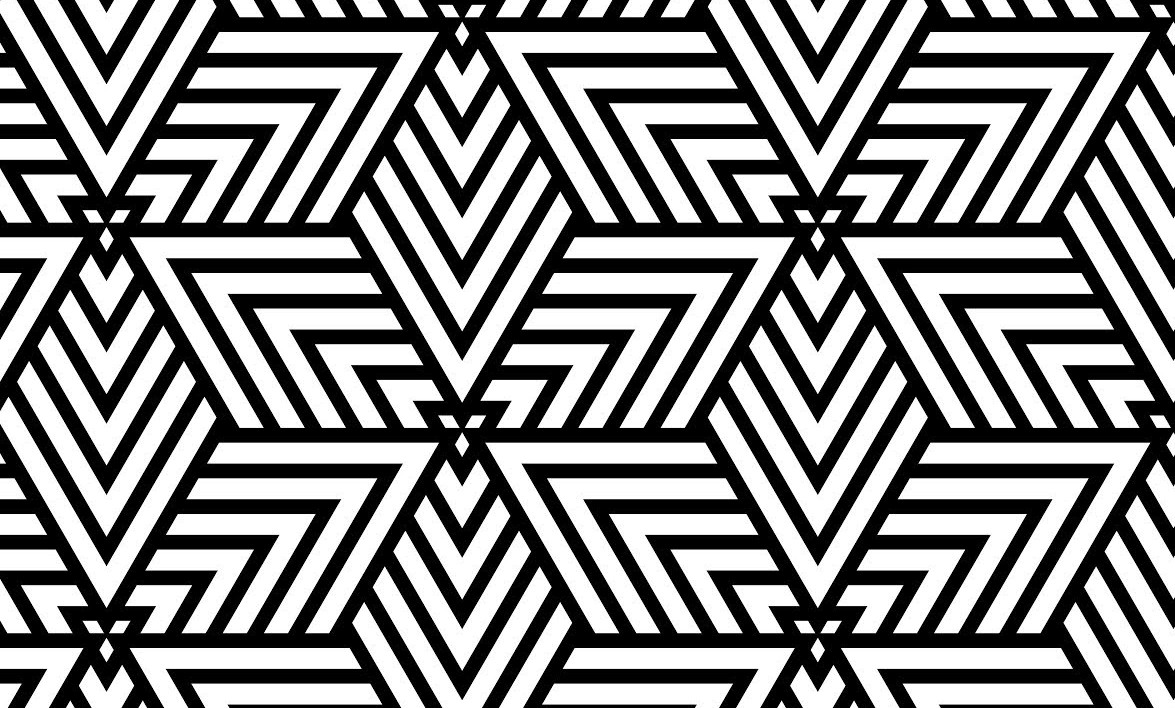
Is there a clear way to reach you through your bio? Is your website link in your bio? Is it up to date?

Is your logo, color palette, icons, and fonts consistent on your profile?

Do you use Instagram story highlights?

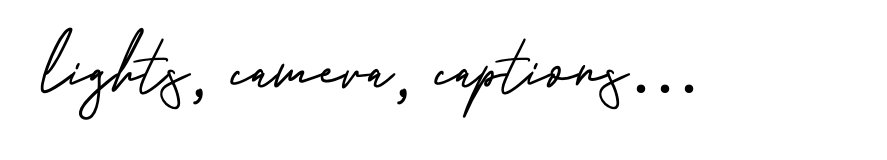
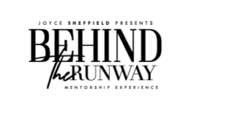
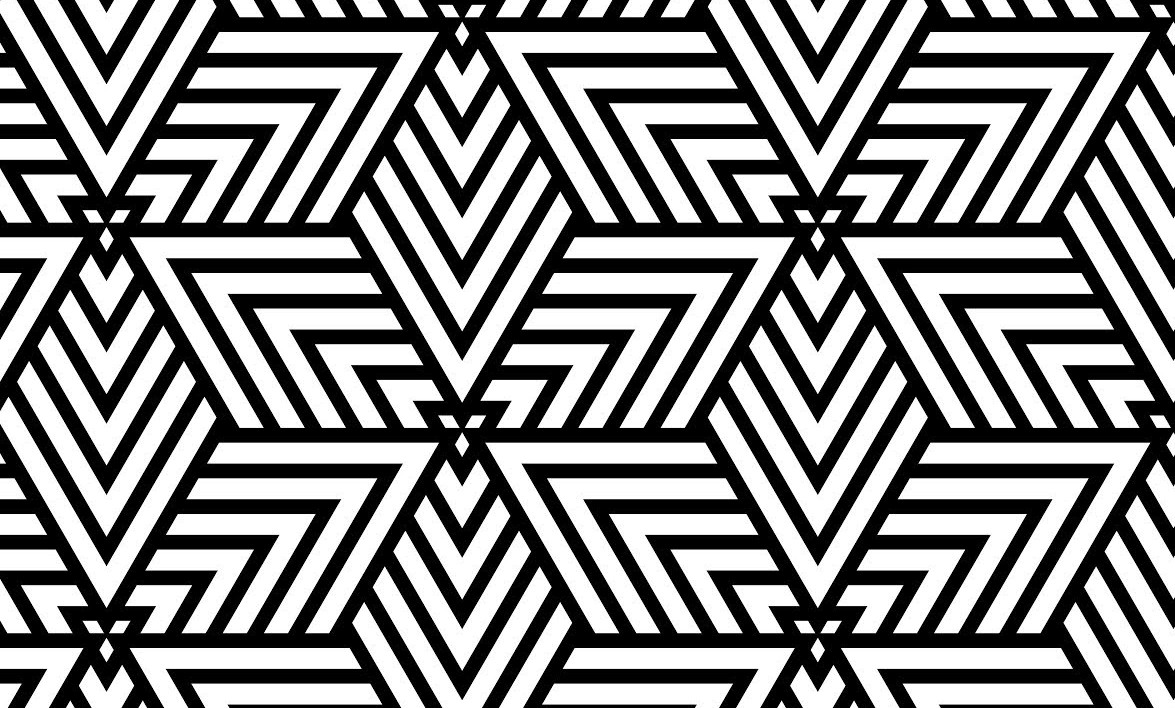
Are your highlight covers consistent with your brand style?

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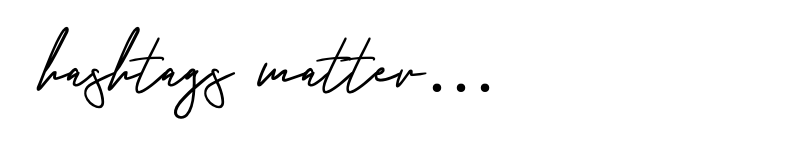
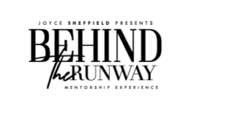
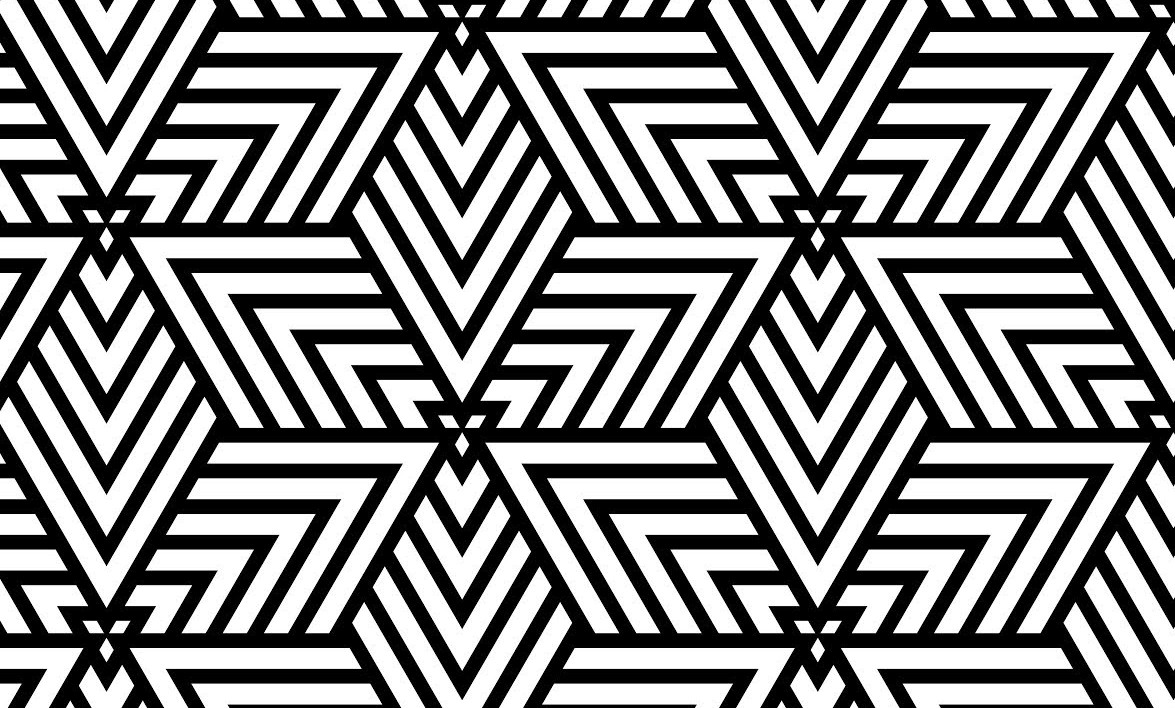
|  |  |  |
| --- | --- | --- |
|  | **YES** | **NO** |
| Do you post consistently? |  |  |
| Do you have a consistent color palette or style? |  |  |
| Based on your content, is the purpose of your profile clear? |  |  |
| Does your content match your brand? |  |  |
| Based on your last 9 post, does your content reflect your vision? |  |  |
| Is your brand style on Instagram recognizable by others? |  |  |
| Is your content relevant to your brand message? |  |  |
| Is your photography and videography high quality? |  |  |
| Are you sharing content on Instagram Stories? |  |  |
| Are you utilizing Instagram TV? |  |  |
| Do you share a variation of content? (promotional, non- promotional, user-generated, and more) |  |  |

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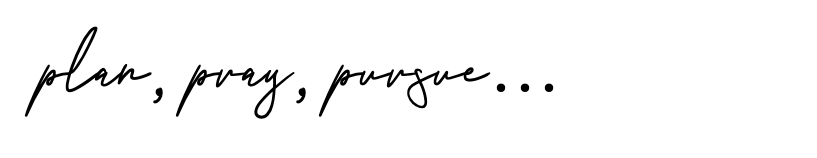
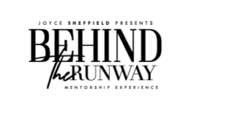
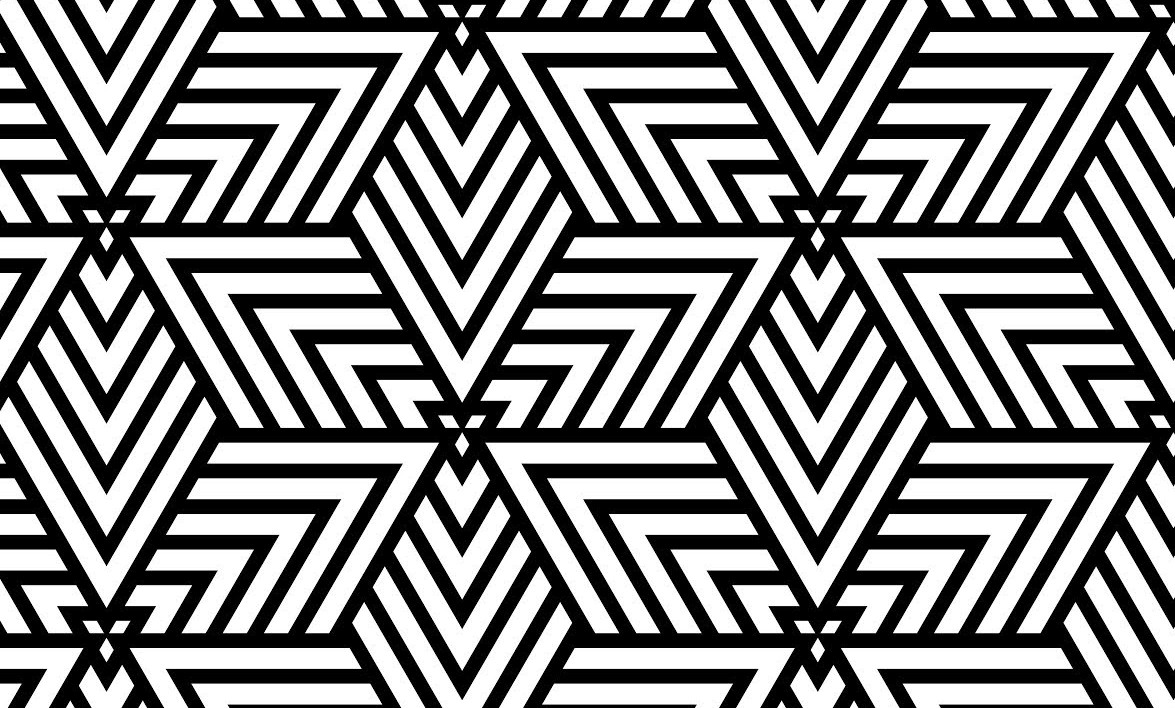
|  |  |  |
| --- | --- | --- |
|  | **YES** | **NO** |
| Do your captions enhance your brand or photos? |  |  |
| Do your captions showcase your brand personality? |  |  |
| Do you include questions in some of your captions to engage your audience? |  |  |
| Are you including a call to action in some of your captions? |  |  |
| Are you tagging locations in your posts? |  |  |
| Are you using your captions to share knowledge and build trust with your audience? |  |  |

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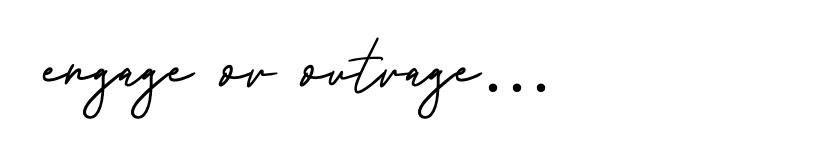
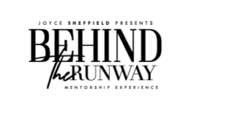
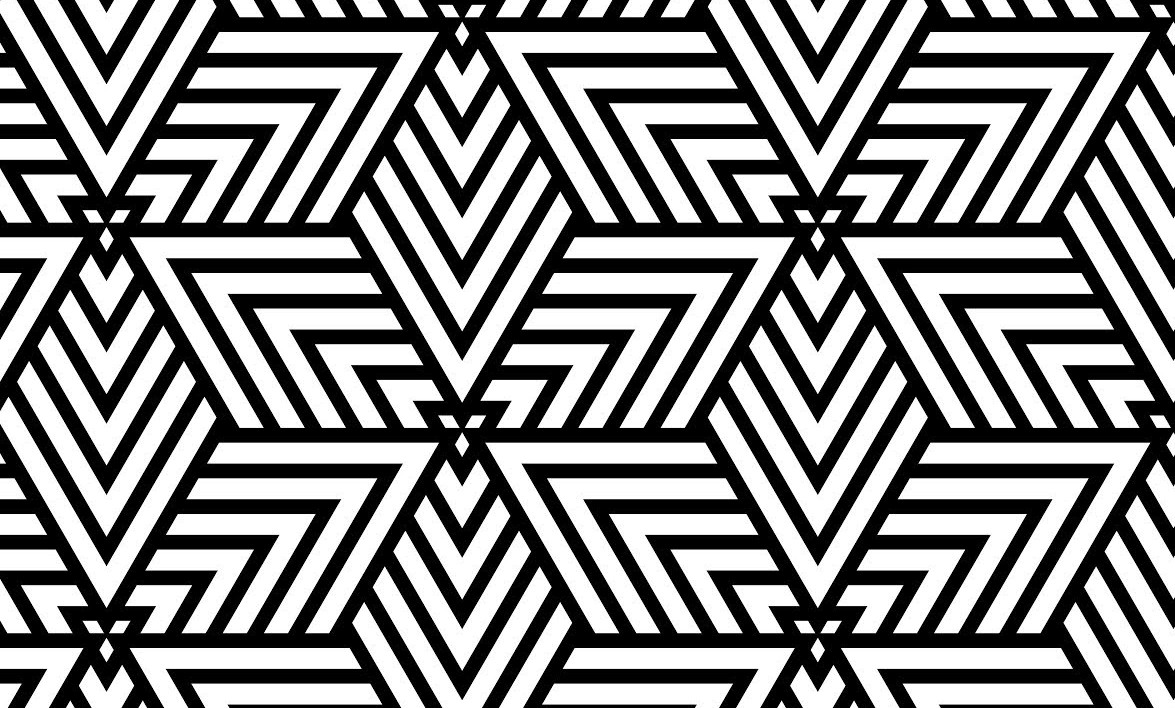
|  |  |  |
| --- | --- | --- |
|  | **YES** | **NO** |
| Are you using relevant and strategic hashtags in all your posts? |  |  |
| Do you have at least 1 branded hashtag you use consistently? |  |  |
| Are you encouraging your audience to post with your official hashtag? |  |  |
| Do you use any resource tools for your Instagram hashtag research? |  |  |
| Do you use hashtags in your Instagram Story? |  |  |
| Are you using your captions to share knowledge and build trust with your audience? |  |  |

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|  |  |  |
| --- | --- | --- |
|  | **YES** | **NO** |
| Do you plan your content and schedule your posts in advance? |  |  |
| Do you know your social media peak hours and times? |  |  |
| Do you know your social media peak hours and times? |  |  |
| Do you review your Instagram Insights? |  |  |
| Do you use your insights to assist you with creating your social media strategy? |  |  |
| Are you setting goals and tracking your account’s growth? |  |  |

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|  |  |  |
| --- | --- | --- |
|  | **YES** | **NO** |
| Is your content relevant to your audience? |  |  |
| Do you plan time to engage with your followers? |  |  |
| Do you respond to comments and DM’s in a timely manner? |  |  |
| Do you know who your most engage followers are? |  |  |
| Are you following brands and individuals that inspire you? |  |  |
| Do you strategically seek out and engage with your target audience frequently? |  |  |
| Are you using a link in your bio to generate traffic and sales? |  |  |

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