

Instagram 101

The Instagram Checklist for Entrepreneurs

Setting Up: Bio & Profile Content

- Are you optimising the link in the bio to funnel your audience to other places? (your freebie, best article, sales page, etc.) Does your profile photo reflect your brand? Can people see your face? Does your bio contain what you do & who you help + what makes your business unique?
- Does your profile show your contact details? (correct email - location)
- Does your bio have a Call to Action? Ex. click here for xxx
- Are you optimising the link in the bio to funnel your audience to other places? (your freebie, best article, sales page, etc.)
- Does your profile photo reflect your brand? Can people see your face? Does your bio contain what you do & who you help + what makes your business unique?
- Is your logo up-to-date & the right size? (product business)
- Is your branding consistent with your other social profiles?

Content

- List your event on Facebook (send FF main page co-host request) and the ticketing platform a minimum of 4 weeks (physical events) & 2 weeks (online events) before the event date. It's really important to have these full weeks to market the event.
- Do your captions ask easy-to-answer questions?
- Do your photos/graphics represent your branding? (colors etc.)
- Do you use emoticons in your captions? (they are universal)
- Is your content robotic and informal, or is it personalized and conversational? How is your tone of voice?
- Are you utilizing the Stories function of Instagram?
- Do you use the LIVE function of Instagram?
- Are you using hashtags, geolocation, and tags often enough?
- Does your content reflect a strategic content calendar?
- Are you using different hashtags per post to maximize reach? (30/post)
- Are you mixing your types of content (informative, educational, sales, ...)
- Do you post content frequently and consistently?
- Is this in line with the frequency of your competitor's posts?
- Do you use videos (IGTV, Reels, etc.) on your feed?

Engagement

- How do you respond to comments? With kindness? With another question to spark more engagement? Are you responding at all?
- In what time frame do you respond to comments? (hours/days/not at all)
- What's your current engagement rate? (likes + comments) divided by the number of followers x 100 = x% (do for 3 random posts and take the average)
- Are you happy with this number? YES/NO? Why?
- Audit your followers. How to spot if they're fake: (delete/remove if fake)
 - No profile image/bio
 - Very few posts on their page
 - They leave generic or nonsensical comments
 - Their posts don't get any engagement
 - They're following a lot more people than people following them

- Do you post frequently and consistently?
- What time is your target audience mostly online?

-