

10 STEPS TO HAVE A COHESIVE FEED

1

Stick to a pattern! Whether that is light, dark, light, dark etc. or a graphic slide, detail shot, graphic slide. Find one that works for you.

2

Quality over Quantity! There is something to say about putting out great content, the followers will come.

3

Make cover photos for your videos! This will not only help keep your feed cohesive but it will make it easier for the viewer to find what they are looking for.

4

Use the highest quality photo that you can! This will give your clients more of a reason to stay engaged.

5

Use stock photos if needed! If you don't have the colored photos you need, search them on Unsplash, Shutterstock, Pexels etc, and make sure to give credit.

6

Consider having negative space! The less detailed the photo the more cohesive the feed will look.

7

Prepare your content ahead of time! Have everything ready and saved to an app or folder so that way you aren't stressed about making a post the day of.

8

Stick to one filter! Sticking to one type of color grade will keep the feed cohesive no matter what you post.

9

Mix it up! Go back and forth between different styles of posts. It can be an informative graphic, reels, videos, regular posts.

10

Choose a theme you can enjoy for a long time! Try not to be super trendy because those go out of style quick.