

Online Course Content Audit: Instagram Masterclass

Content

- Add an Accessibility Module
- **The Basics**
 - Video
 - Slide one: condense writing-- Instagram's content types (rather than listing them out)
 - Slide four/five: Could rename to "Anatomy of an Instagram profile"
 - FAQ
 - Remove 'What are Instagram Stories' question (covered in video + new workbook)
 - Quiz
 - specify when you can choose all that apply vs. single choice
 - 'Static feed posts' is not terminology used in the video... just called Feed posts
 - Question 3-- confusing wording
 - highlights listed as incorrect, but could technically be correct
 - don't recall mention of live videos in video presentation
- **Feature Spotlight- Reels**
 - update slides + script to reflect new changes/updates
 - i.e. max length now 60 seconds
 - 18:35-- check audio levels (loud compared to speech recording)
 - all audio from phone recording
 - add time markers for when different features/actions are demonstrated (could be put on a workbook page) for easy revisiting
- **Setting Up Your Account + Profile**
 - Video
 - "Pick a profile image" slide
 - redesign into a do's and don'ts chart (visually easier to digest)
 - Instagram Bio
 - explain what the **goal** of the bio is on the slide
 - create new slide explaining link in bio options
- **Planning Out Your Instagram**
 - Video

- add direction/instruction for students to refer to workbook, i.e. now go brainstorm in your workbook some content ideas, your content pillars, etc.
 - What is viral content?
 - Reword to: Characteristics of Viral Content
 - FAQs
 - How often should I be posting to stories?
- **Growing Your Account**
 - Workbook
 - page heading is confusing-- says to use sheet to plan out content to share on stories but following prompts don't correlate
 - Video
 - Mentioning post + ghost a couple times (~7:20ish)
 - explain/define because it's unlikely they will know
- **Hashtags**
 - Video
 - What hashtags to use
 - have slide breakout of important points and use cases for each type (expand on overview slide)
- **Let's Talk Money**
 - three main topics-- set a budget, boosting/ads, outsourcing
 - recommend listing the overview topics but then jumping straight into detailed slides on each objective
 - helps prevent info overwhelm and focuses topic
 - setting a budget definitely needs its own slide (or two) to break down aspects
 - create ad spend slide
 - create technology slide
 - create services slide
 - boosting posts
 - add in hubspot quote on the slide
 - create A/B testing slide since it's an important topic
- **Analytics & Insights**
 - Video
 - define vanity metric
 - **could also fit under goal creation unit// how to set Instagram goals*
- **Instagram Strategy**
 - Video
 - Could separate caption writing lesson into it's own mini-lesson
 - Who is your brand >> could be rephrased to Visual Brand Identity, Applying your visual brand on instagram

- put on slides:
 - discuss following brand guidelines
 - keeping cohesiveness across platforms *incl. website*
 - builds recognition
 - discuss strategies for having branded posts/feed
 - Create new video starting at Analysis- Before You Start Posting
 - Use Hashtags review doesn't need to be as in-depth-- simply remind of kinds of hashtags (relevant, timely, trending) then dive into strategy aspect
 - "What Success Looks Like" slide could be renamed to "Identifying and Tracking Success"
- FAQ
 - Add: How far out should I plan my posts? How often should I revisit my strategy?
- **Social Media Audit**
 - Video
 - just a note that there is content on insights and the shortcomings of reels insights (now have been introduced and will need an update)

Structure: Course

- Slides are very clear and good way of breaking down subtopics
- Discussion option is currently on:
 - all FAQ
 - Feature spotlight- Reels
- Move reels feature spotlight to end of the course or in Section 4 or 8
- maybe further segment down into mini-lessons rather than longer videos
 - easier to revisit/emphasize
 - easier for editing and revisions
- add software section (programs I use + love) *currently part of IG Strategy video (What tools will you use to manage slide)
 - brief overview and basic tutorial perhaps
 - excellent for affiliate links!
 - ie. Buffer, Asana, Airtable, Flick, etc.

Structure: Workbook

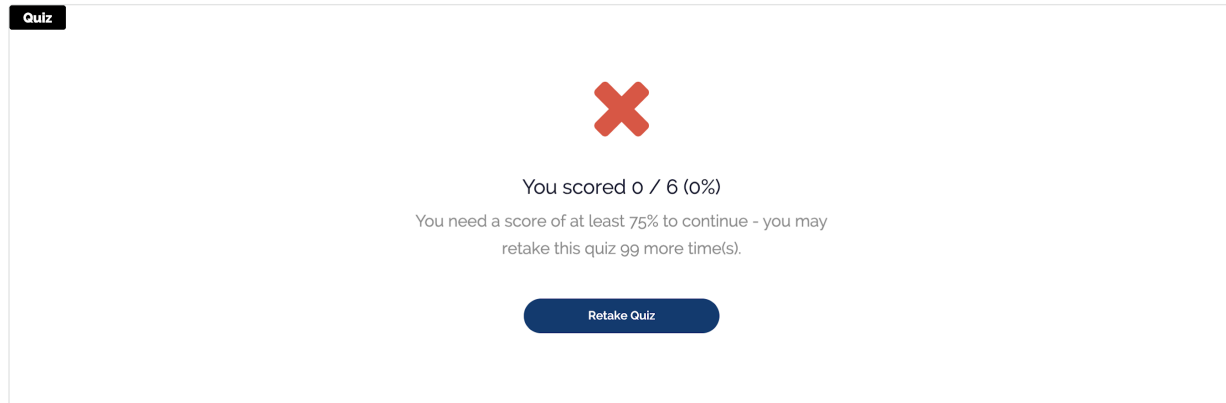
- Could use an introductory page reviewing course aims and objectives
 - instructions on using the workbook, best practices, etc.
 - table of contents?
- account set up checklist should be first
- separate post checklist into individual doc OR put at end of workbook
- move social planning workflow to planning out your ig section
- Rename "set up- Instagram profile" and then "setting up the basics" to correspond with module titles (confusing/misleading)
- Create a "The Basics" page
 - possible questions:
 - ask for the different types of content Instagram has
 - how long would a story last?
 - what is a link in bio?
 - what's the difference between reels and igtv?
- Content Planning slide-- maybe reword to "Planning Tips" or "Creation Tips" since it's just addressing posts (not overall content strategy)

UX

- Good layout initially, provides an overview of course content and allows users to time plan
- **Look into adding captions for accessibility**
 - **also include video transcripts**
- Audio is good quality
- Progress bar is helpful
- Rename "set up- Instagram profile" and then "setting up the basics" to correspond with module titles (confusing/misleading)
- Break up workbook by section/module
- Growing Your Instagram
 - Do's and Don'ts
 - add bullet points for easier digestion (applies to slide approach in general)
- unable to download Audit workbook/pdf

Errors

- Welcome: video is uploaded twice
- **Let's do this! Quiz**
 - completed, questions said correct, went to complete and move on >> says "0/6 correct" and will not let me proceed

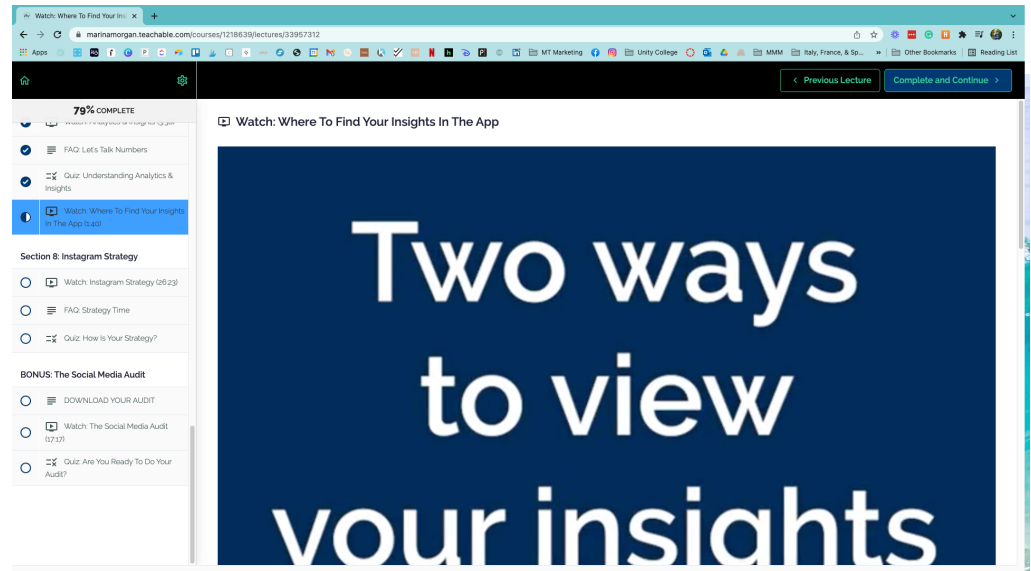


- **The Basics [video]**
 - Slide two
 - typo: ~~thorough~~ > through
 - Slide four(?) + five(?)
 - "Photo of Instagram circle each item you can find"
 - confusing heading, unclear
 - Could rename to "Anatomy of an Instagram profile"
 - Slide 7(?)
 - ~~other users stories~~ > other users' stories
- **The Basics [quiz]**
 - Static feed posts is not terminology used in the video... just called Feed posts
 - indicate when you can choose all that apply vs. single choice
 - Question 3-- confusing wording
 - highlights listed as incorrect, but could technically be correct
 - Question 5- What is the maximum length for a Reel? UPDATE
 - now 60 seconds (answer in quiz is 30 seconds)
 - Question 8- needs to be rephrased or removed
 - about story swipe ups, now irrelevant with link sticker for everyone
- **Feature Spotlight- Reels**
 - 1:04 mark-- sounds like there is a splicing/editing error for videos; audio cuts out

- 3:39-- audio cuts out again
- 4:25-- mentioning repurposing tiktoks to IG
 - IG algorithm will punish videos with visible tiktok watermarks (hurt reach/engagement)
 - better to save the video before posting, crop out the watermark, or create natively in the reels editor
- 5:10
 - ~~Educating~~ > Educate
 - ~~Showcasing~~ > Showcase
 - ~~Highlighting~~ > Highlight
- **Setting up Your Account + Profile [video]**
 - 1:42-- update (link sticker vs. swipe up w/ 10k followers)
 - Slide about username/name
 - ~~...should you be your...~~ > should be your
- **Are you Set Up For Success? [Quiz]**
 - Question 1: make multi-select
 - in your username is **not** the *best* answer in the list (marked as correct answer in quiz)
 - keywords can be used in multiple places
 - Question 3
 - contradicts Q1
 - answer option: username is where you should utilize keywords but is NOT the correct answer for Q3
 - Question 4
 - could be multi-select
 - Question 7
 - How many **[business]** categories ...
 - Question 9
 - As is: What is the purpose of the action buttons?
 - to keep users on Instagram (X)
 - to make users take an extra step to purchase (O)
 - to increase your followership (O)
 - shouldn't the top answer be correct and the middle be wrong? IG *doesn't* want people leaving to external sites
- **Planning Out Your Instagram [video]**
 - Brand and Voice Creation
 - ~~What kind of feelings you wish to ...~~ > What kind of feelings do you wish to
 - What is viral content?
 - ~~use clients words~~ > use non-technical words
- **Is Our Plan All Set? [quiz]**
 - Question 4

- either make multi-select or change the other options-- confusing
 - Distinct; Authentic; Consistent; Professional
 - answer on the quiz is professional, but authentic and consistent are emphasized in the video and not all brand voices are professional
- Question 9
 - now obsolete/not relevant (about story swipe-ups)
- Question 10
 - "Showing up and making connections - a maybe" -- confusing/unclear
- **Growing Your Instagram [video]**
 - Finding Your Audience
 - ~~woman~~ with kids > women ...
 - Growing your account
 - ~~ever night~~ > overnight
- **Growth Zone [quiz]**
 - Question 7
 - What is Instagram meant for that will grow your Instagram?
 - answer is creating connections
 - rephrase to: What key value of Instagram will help grow your account?
- **Hashtags [video]**
 - Shadow-banning
 - ~~hashtags that are already been banned~~ > that have already been banned OR are already banned
- **Let's Talk Money [FAQ]**
 - rewrite/phrase for grammar corrections and succinctness
- **Instagram Shopping Guide**
 - ~~Text copywrite~~ > text copyright
- **Let's Talk Numbers**
 - ~~The KPIs that you track~~ > that you track
 - Engagement: ...~~track the~~ ... > tracking the
- Quiz: Understanding Analytics & Insights
 - Question 7
 - Which type of post does not have good insights yet? A: Reels
 - IG has now introduced Reels insights and analytics
- **Where to Find Your Insights in the App [video]**
 - Video is extremely large in course and difficult to follow due to size (teachable is stretching it to find video window)

- suggestions: resize video, add square border, etc.



- **Instagram Strategy [video]**
 - Who is your brand? slide
 - ~~what is your voice & tone look like?~~ > what does your voice and tone look like?
 - ~~What do you images ...~~ > What do your images...
- **Content Calendar [workbook]**
 - Dates are out of order on the graphic
 - goes S T W Th F S M
 - should be either M T W Th F S S or S M T W Th F S
- **Strategy Time [FAQ]**
 - ~~When defining your brand in my strategy~~ > defining my brand in my strategy
 - ~~What is the tone of your IG updates?~~ > what is the tone of voice for your brand?
- **How is Your Strategy? [Quiz]**
 - Question 4-- *I believe:*

- ~~What should be a part of your analysis before you start posting? >~~
What **isn't** a part of your analysis before you start posting?

What should be a part of your analysis before you start posting?

incorrect

Audit of your account

✗

Check to see if your audience is present

Editorial Calendar

Competitors analysis

- **Are You Ready to Do Your Audit? [Quiz]**
 - Question 3: confusing wording based on possible answers
 - What do you look for when you are analyzing your audience
 - possible answers listed are audience, activity, content, profitability
 - Question 4: confusing wording
 - Are you using IN to engage with...
 - rephrase to "Who should you be engaging with on Instagram?"
 - Question 11: last answer seems to be incomplete
 - "Would a returning visitor" ; is marked as one of the correct answers