

IG SELF-AUDIT CHECKLIST

a Word Weavership resource guide



Your IG doesn't need to be perfect—it just needs to be clear.
This simple audit walks you through easy fixes so you can
show up more confidently, connect with the right readers,
and grow with intention.

xoxo, Sam

Before You Audit... Let's Talk About Why This Matters

You don't need to become an influencer. You don't need to post every day. And you definitely don't need to turn your IG into a full-blown marketing machine that drains your soul.

Butttt...your Instagram is one of the first places new readers, agents, publishers, and other authors go to check you out. It's like your digital handshake. A quick scroll (think 6 seconds or less) can tell them everything they need to know: who you are, what you write, and why they should care.



Sooo if your profile is unclear, outdated, or just giving ✨mysterious ghostwriter with no link in bio✨... you might be missing out on connections, community, and conversions.

This self audit isn't about being perfect. It's about making sure your presence online actually reflects the magic you're creating in your books. It's about removing the roadblocks and making it easier for the right people to find (and fall in love with) your work.

Whether you've been MIA for months or posting like it's your job, this guide will help you tune things up so your IG starts working for you, not the other way around.

Xoxo,
Sam

YOUR BIO + LINKS

BIO

Think of your bio like your blurb—it should be clear, compelling, and a little magnetic.

- ☐ IS IT CLEAR WHO YOU ARE AND WHAT YOU WRITE?
- ☐ DO YOU MENTION YOUR GENRE?
- ☐ IS YOUR CALL-TO-ACTION (CTA) OBVIOUS?
- ☐ IS YOUR TONE/VOICE ALIGNED WITH YOUR AUTHOR BRAND?
- ☐ BONUS: DOUBLE CHECK YOUR EMOJI USAGE (ARE YOU USING MORE THAN 3? IF SO, REASSESS LOL)

YOUR LINKS

Your link in bio = your storefront. Let's make sure it's selling for you. Whether you're using Linktree, Beacons, or a page on your own site, it should be clear, intentional, and reader-friendly.

- ☐ ARE YOUR LINKS PRIORITIZED? THE TOP ONE SHOULD BE YOUR #1 GOAL
- ☐ ARE YOU LIMITING IT TO 2-3 HIGH-IMPACT LINKS MAX?
- ☐ ARE YOUR LINK TITLES CLEAR AND ENTICING?
- ☐ ARE ALL OF YOUR LINK WORKING PROPERLY?
- ☐ DO YOUR LINKS POINT TO MOBILE-FRIENDLY, ON-BRAND PAGES?
- ☐ ARE YOU USING LINKS THAT MATCH YOUR GOALS AS AN AUTHOR—LIKE BUILDING YOUR LIST, DRIVING SALES, OR GUIDING PEOPLE TO PREORDER?

YOUR PINNED POSTS

Instagram gives you 3 golden slots to pin posts to the top of your feed. These should act like a welcome mat for your brand! (Check out our banner templates in the template library!)

YOUR BOOKS/SERIES

- ☐ HIGHLIGHTS YOUR LATEST/UPCOMING RELEASE OR WHERE TO BEGIN
- ☐ HAS A STRONG CAPTION WITH WHAT IT'S ABOUT + TROPES OR VIBES
- ☐ INCLUDES A DIRECT CTA ("START READING HERE" + "PREORDER" ETC)
- ☐ BONUS IF IT'S A CAROUSEL WITH ART, VISUALS, OR SNIPPETS!

MEET THE AUTHOR

- ☐ A LITTLE INTRO ABOUT YOURSELF
- ☐ INCLUDE FUN FACTS, FAVORITE TROPES, ETC
- ☐ BONUS IF YOU ADD A PICTURE OF YOURSELF

WHAT'S COMING UP

- ☐ SHARE ANY LAUNCHES, PREORDERS, SIGNINGS, REVEALS, ETC
- ☐ INCLUDES DATES, LOCATIONS, AND RELEVANT CTAS
- ☐ BONUS IF YOU UPDATE IT OFTEN OR SWAP INFO OUT AS YOUR TIMELINE CHANGES

THE GRID VIBE CHECK

Now you don't need to be an aesthetic queen. But consistency helps! When someone lands on your profile, they should instantly get a feel for what you write, who you are, and why they might want to stick around.

- ☐ IS THE OVERALL VIBE (COLORS, FONTS, TONE) ALIGNED WITH YOUR BRAND?
- ☐ CAN SOMEONE TELL AT A GLANCE WHAT KIND OF STORIES YOU WRITE?
- ☐ DO YOUR PINNED POSTS SUPPORT AND CLARIFY YOUR BRAND AND READER JOURNEY?
- ☐ ARE YOU SHOWING BOTH YOUR BOOKS AND YOUR PERSONALITY?

THE HIGHLIGHTS

- ☐ DO YOU EVEN HAVE HIGHLIGHTS?
- ☐ ARE THE TITLES SIMPLE AND CLEAR? ARE THE COVERS ON BRAND?
- ☐ ARE THEY UP TO DATE?

HIGHLIGHTS THAT ACTUALLY HELP

- ☐ START HERE - A QUICK INTRO TO YOU, YOUR BOOKS, AND WHAT NEW FOLLOWERS SHOULD CHECK OUT FIRST
- ☐ FAQs - QUICK ANSWERS TO THE QUESTIONS YOU GET ALL THE TIME.
- ☐ WIP - WRITING UPDATES, TEASERS, MOODBOARDS, SNIPPETS, ETC
- ☐ FREEBIES - LEAD MAGNETS, NEWSLETTER OPT-INS, BONUS SCENES, ETC

THAT'S A WRAP!

IG SELF-AUDIT CHECKLIST | THE WORD WEAVERSHIP

You made it through the audit! Look at you goooo. Whether your IG was already in good shape or you uncovered a few dusty corners, the goal here isn't perfection. It's clarity, connection, and consistency.

When your profile reflects your author brand, speaks to your dream readers, and makes it easy for people to fall in love with your work, the growth part gets a whole lot simpler.

So update that bio, fix those links, show your face now and then, and don't be afraid to experiment. Instagram is just one tool in your marketing toolbox—but when you use it well, it can open doors, sell books, and build a community that actually gets you!

xoxo, Sam