

# Your Instagram for Business Checklist

Evaluate. Optimize. Refresh.

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## Let's Self-Evaluate

*The first step to understanding where you need to improve is to understand what you're currently doing. Remember: consumers can learn a lot from your profile, so let's make sure you're making a good first impression!*

- What are your goals? Determine what KPI's you're looking to achieve.
- Ensure your handles are consistent across platforms to avoid confusion and allow for seamless platform transitions.
- Make sure your website is linked in the bio– and don't forget about tracking URLs!
- How often are you posting? Ideally, aim for 2-3x per week.
- Check your profile pic! Make sure it accurately portrays your company and fits comfortably in the image parameters.
- Make sure your bio clearly and concisely explains who you are and what you do. Utilize keywords!
- What's been working? Are there certain times that your posts perform better than others? A specific type of post? And conversely, what posts are falling flat?

## Check Your Competition

*More likely than not, your competitors have similar goals to your company, and you both are targeting similar audiences. There's nothing wrong with taking a peak at what they're doing as you build your own social strategy!*

- Take a look at the hashtags they're using. Are there any that you aren't using that are relevant to your company?
- See what types of posts they have. Videos? Graphics? Stock photos?
- Take a look at their content. What are they posting about?
- What's performing well for them? What isn't?
- What's their follower count? (*this is relevant when looking at engagement!*)

## Utilize Reels

*Introduced in August of 2020, Instagram Reels is similar to TikTok in that you're posting short-form videos up to 60 seconds long. This is your opportunity to get creative with your posts, staying consistent with your brand while having some fun!*

- Do your research! (*Why yes, we are saying that scrolling on your phone is actually doing work*). Keep your finger on the pulse for trends, and keep in mind which ones can be applicable to your business.
- Plan ahead. Think through the details of your reel and what you want to convey.
- Include copy in the video. Don't limit yourself to just the caption.
- Don't forget hashtags! Just like a traditional post, hashtags help drive traffic to your reels.
- Utilize [Reels Insights](#) to see what's working and where you can improve.



## Don't Neglect Your Captions

*No different than any other content you create, you want to make sure your captions are optimized for the audiences you're trying to reach. Just like a blog post, you'll want to ensure your Instagram captions are relevant to the post and are easily digestible for readers.*

- Use keywords. [Instagram SEO](#) is a thing and optimizing for it will increase your reach!
- [What should consumers gain from each post?](#) Are they being informed? Entertained? Connected?
- Maintain a consistent tone across posts. Do you prefer a more formal or casual voice?
- Include hashtags at the end. Optimal engagement is found on posts with around 11 hashtags.
- Reel them in early! Instagram cuts off captions after the first or second line. So lead with a bang to grab consumers' attention.

## Freshen Up Your Content

*Take a look at your Instagram. Is what you're seeing eye-catching and diverse? Sometimes, all it takes to increase engagement is a little refresh!*

- Ditch the stock images. Try introducing some attention grabbing graphics or even photos created by your team.
- Add variety to your posts. Switch it up between videos, GIFs, and graphics.
- Create branded social templates! This again moves your posts away from basic stock photos and creates content that's consistent with your brand.
- Add some design into your captions. Incorporating emojis or a [font generator](#) to help your captions stand out and keep readers' engaged.

