

INSTAGRAM

CHECKLIST

by Elle Social

HAVE YOU CHANGED YOUR INSTAGRAM TO A BUSINESS ACCOUNT?

DOES YOUR BIO CLEARLY STATE WHAT YOUR BUSINESS IS AND HAVE A CTA?

DO YOUR IMAGES STICK TO A COLOUR SCHEME OR FLOW INTO ONE ANOTHER?

IS YOUR TONE OF VOICE CONSISTENT, AND RIGHT FOR YOUR AUDIENCE?

ARE YOU POSTING AT THE RIGHT TIME TO GET THE BEST ENGAGEMENT?

ARE YOU USING THE BEST HASHTAGS AND LOCATION TAGS TO REACH MORE PEOPLE?

ARE YOU RESPONDING TO AND ENGAGING WITH YOUR AUDIENCE?