Instagram Checklist

Here are all the best practices you should be doing to make sure your Instagram content is on point!

☐ IMAGE: make sure image is high quality (not blurry), looks good on your grid does it flow well with the photo before it? Matches your overall aesthetic.

☐ CAPTIONS: double check grammar and make sure you tagged the correct usernames if you're mentioning anyone Or any brand.

☐ TAG IMAGES: if you're mentioning a restaurant you at or brands You're wearing, tag their account on your photos according(y to maximize your exposure to them.

☐ LOCATION: make sure to tag the location photo when applicable.

☐ COMMENT: once your content is posted, reply back to as many comments as you can as they're coming in within the first 30 mins to 1 hr to boost your engagement.

☐ ENGAGE: engage with your followers by commenting on their images and stories.

☐ STORIES: share behind the scenes content or get creative with campaigns and videos utilizing Instagram Stories; share a sneak peek of your "new post " on your grid to redirect your followers to your g