

Monthly Instagram Checklist

Share this monthly list with your social media manager, intern, or assistant so they can help you build your brand on Instagram while following your company procedures and guidelines.



- ☐ Check your Instagram stats and do a social media audit on your Instagram account
- ☐ Assess: Did you reach your goals for the month?
- ☐ Review and assess your instagram promotions for the month
- ☐ Schedule a brainstorming session with your team to plan for the following month (you might want to do this a week before end of the month)
- ☐ Set new goals for next month
- ☐ Come up with a content calendar for the next month
- ☐ Plan out your sponsored content
- ☐ Research upcoming events or holidays that you can use to help with your business or brand
- ☐ Update your bio if it's outdated (update links too!)