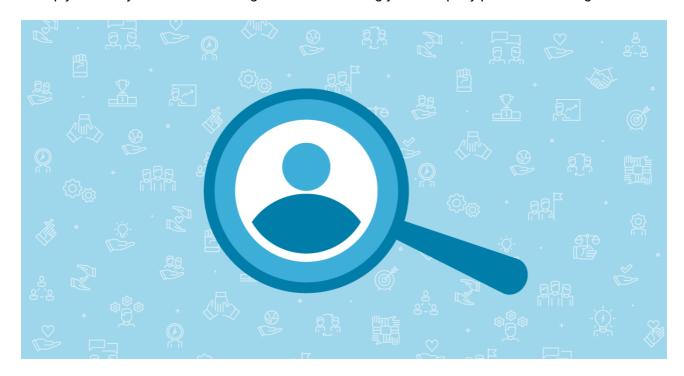# Instagram Post Checklist

Share this Instagram post checklist 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.

CAPTION:

- [ ] Write out your caption in your notes first
- [ ] Pose a question to your followers if that makes sense (helps with engagement)
- [ ] Check for spelling and grammar errors
- [ ] Double check that you have tagged and spelled names correctly in your post
- [ ] Use an app/website to break up line spacing on your posts (makes them easier to read) - Google - instagram line space app

IMAGE(s):

- [ ] Make sure you are using high quality image(s) and your image(s) go with the flow of your account (pattern, theme, colors, etc)

LOCATION:

- [ ] Add a location if that make sense for your caption

TAG IMAGES:

- [ ] Tag your images (you can tag up to (10) ten accounts

HASHTAGS:

☐ You can add up to 30 hashtags on one post

☐ Choose wisely your top three (3) researched keywords to post with your caption

☐ If a post is sponsored make sure you include appropriate hashtags in your post

☐ Post the rest in the comments (let a few people comment first)

☐ You can always save popular hashtags you use in your notes

STORIES:

☐ Create engaging and thoughtful content to post around your latest image

COMMENT(s):

☐ Start responding to comments (check back 30 mins to an hour after your post, and continue responding throughout the week)

ENGAGE:

☐ Engage with a few of your VIP followers by commenting on their latest post or liking their stores

☐ Engage with accounts you follow on Instagram