Weekly Instagram Checklist

Share this weekly 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
- Check your Instagram ad promotions
- Research hashtags, other profiles, posts, and stories
- Thoughtful content is planned out for the following week (posts, photos, content stories)
- Captions are roughly written out (do they match what you are currently promoting or blogging about)
- Content photos and stories are edited and created
- Weekly team meeting brainstorm
- Work on partnerships with other influencers and brands
- Respond to all emails

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