

HOW TO PLAN AND DESIGN YOUR INSTAGRAM FEED

1. My profile.

How can you make your profile showcase YOU + your brand?

Write a few words that describe your profile (write this in the NAME section)

What emoji's can you use?

What will you link in your website section?

2. Write **THREE** words that describe the **FEEL** you want your instagram feed to have.

3. List three Instagram profiles whose style you like, analyze their feed.

4. List three competitors whose themed content you think you could also start using.

5. Think about your business, **WHAT** do you want to showcase on your instagram?

6. Choose 5 topics that you can curate your content with.

a.

b.

c.

d.

e.

others:

7. How many times a day do you want to post? Then figure out how many posts a week you will need, then how many a month.

8. Start organizing your curated content into an Instagram grid below.

9. List hashtags themes that you could start using (remember to use only ones less than 100,000 posts)

10. Are there any community hashtags you can join? ie. #balilife #ootd #risesisterrise

11. List how you can start using Instagram stories to feature your brand...

12. Think about what you want to highlight in your Instagram archives (then you can go create specific stories around those themes)

13. Are there themes you could include in your stories and maybe predesign content? Brainstorm below.

