

Quick ways to improve your Instagram

Your Profile



Do you have a specific niche and audience?

Does your bio speak to both of these?

Do you have a strong profile pic and searchable keyword in name?

Your Content



Do you have 3-5 content pillars to share?

Do you use 1-3 of the different content formats?

Do you have tools to create and schedule strong content?

Your Reach



Are you using hashtags that are relevant to your content?

Do you remind your audience to SAVE and SHARE?

Do you talk about your posts on your stories daily?

Do you create guest posts for larger accounts?

Have you used the collaboration feature?

Do you appear on other social media platforms?

Your Engagement



Are you commenting on other accounts?

Are you participating in IG Lives?

Is it easy for others to comment on your topics?

Do you reply to all genuine DMs you get?

Do you connect with 5 new accounts daily?

Do you reply to interesting IG stories?