

Instagram



ENGAGEMENT CHECKLIST



FIRST THINGS FIRST

Ensure your page is a business profile which allows you to

- ♥ Add call to action buttons in your profile (such as book tickets)
- ♥ Access data and insights into how your organic content is working
- ♥ Launch and track paid for ad campaigns

Make your Bio stand out

- ♥ Ensure you have a photo/logo
- ♥ Capture your brand in 150 words or less so that people clicking on your profile understand immediately what you do
- ♥ Add appropriate call to action – book appointment, book tickets, reserve a table etc



THINGS TO DO DAILY

- ♥ Start conversations with the people you follow – reply to their stories, like & comment on their posts
- ♥ Respond to all valuable comments on your posts, any posts or stories you are mentioned in and any direct messages you receive
- ♥ Post to your Stories
- ♥ Share other people's posts that you find inspiring to your stories, and tag them

Like and comment on relevant posts you find from hashtags and geo-tags

Save posts you like which you can repurpose/reshare later – such as inspirational quotes. Curate and share other people's content, but always credit them with an @mention

THINGS TO DO WEEKLY

- ♥ Find new accounts to follow – ideally influencers in your industry or target area – when you follow someone new, look at the other suggested accounts
- ♥ Go live! And share to your stories – talk about something you have done or discovered recently, or share a recommendation for another business, product or Instagram account you follow
- ♥ Post regularly to your feed; 3-4 times a week if possible

THINGS TO DO MONTHLY

- ♥ Check your insights to see how your posts are performing – do more of the posts which work best!
- ♥ Record your insights for the month and set goals for the month ahead to ensure engagement is improving

♥ Apps can be helpful to pre-plan and schedule your content posts in advance; *Later, planable, Crowdfire*



TIPS FOR YOUR POSTS

- ♥ Use a headline and a call to action in your captions if possible
- ♥ Make sure you use hashtags specific to your brand, products or location – you can use up to 30
- ♥ Also use topical hashtags where relevant – i.e. #lockdown #isolation and less specific ones to open yourself up to new audiences
- ♥ If your business is targeting customers in specific areas, Geo tagging your location will also open up your content to users searching for content from specific locations
- ♥ Do not use URLs in your captions – users can't click on or copy them into a browser. Update the link in your bio with the relevant URL if you are referencing a webpage in your post
- ♥ Vary and experiment with your content; Educate about your business, Share inspiration, Entertain your followers
- ♥ Use emoji's – they are fun and visual and are more likely to encourage comments and engagement with your posts



If you use consistent emojis such as a certain colour, it can add to your branding

TIPS FOR STORIES (they last 24 hours)

- ✔ Use a mixture of photos, gifs, memes etc
- ✔ Personal content is popular on Stories – what are you doing right now?
- ✔ Add your new post to your story to maximise visibility and drive traffic to your grid
- ✔ Use the "interactive" feature to invite questions and replies from viewers
- ✔ Always use relevant hashtags and geo-tags, as with your posts
- ✔ Repost any stories that other people mention you in. You can also repost other peoples posts to your stories and tag them
- ✔ Use your highlights – save stories into Highlights folders and make sure each folder has a cover matching your brand image or colours
- ✔ In your highlights you can theme your content e.g, tips or how to guides, blogs or infographics, motivational quotes etc



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