



# Instagram Content Checklist

## 6 CRITICAL ACTIONS FOR EACH POST

Before starting to plan out your visual and written content for Instagram, have you identified your account's core content pillars? In other words, what topics are you going to talk about and visually show through your gallery?

**Choose 5-6 content types and rotating through those on a regular basis.** This will both make creating/curating content easier for you as well as creating consistency within your feed, which shows your audience what they can expect from you. Sounds good, right?



### 1. CLEAR FOCUS / TAKEAWAY / CALL TO ACTION

Does your caption have a clear engagement point, such as a question, call to action or prompt for them to comment or click a link? Is it motivating, inspiring or helpful? I use Instagram to create connection. Think about starting conversations with your ideal customer. Ask yourself, is this conversation worthy?



### 2. VISUAL APPEAL

Is your post visually appealing? Instagram is first and foremost a visual platform. Aesthetics matter. Does the image flow well with the other images in your gallery? If not, could this do better on IG Stories?



### 3. CONTENT PILLARS

Is this post in alignment with your content pillars? If not, would it fit better in your Instagram Stories?



### 4. HASHTAGS

Did you use at least 20 hashtags so that your ideal audience can find you? I use 29-30 on a regular basis including hashtags that my ideal audience uses as well as those hashtags that they use on their own accounts. Think INBOUND and OUTBOUND.



### 5. VALUE

Did you add value for your audience? Did you make them laugh, inform them of something, teach them, motivate them or inspire them? Every time you post, think VALUE.



### 6. RECIPROCITY

After you post, will you “hang around” on IG for several minutes and engage with likers and commenters? Engage while your audience is online and interacting with your content to see a boost in your followers and engagement.