



INSTAGRAM D.I.Y. AUDIT CHECKLIST

GET YOU LEARN ON

Whether you're building your Instagram strategy or looking to take it to the next level, this audit ensures your account is aligned with your business goals and objectives.

Account Name: _____

Date: _____

BIO

- Y N Have you entered your name?
- Y N Have you entered your username?
- Y N Have you entered your website?
- Y N Have you entered your email?
- Y N Have you mentioned your skills?
- Y N Does your bio explain what services or products you provide?
- Y N Have you mentioned your branded hashtag?
- Y N Is your profile picture the same across other platforms?

STYLE

- Y N Is it clear what the purpose of your Instagram account is and are your photos helping you achieve that?
- Y N Do you have a consistent theme and overall concept for your content?
- Y N Is there a consistent colour story throughout your Instagram feed?
- Y N Is it eye-catching to view your content together as a grid?
- Y N Do you use the same editing style for all of your posts?
- Y N Do you pay attention to composition both when creating individual posts as well as in the overall grid?
- Y N Does your content mix support your overall brand goals and the purpose of your Instagram account?
- Y N Have you managed to capture a brand style on Instagram that is quintessentially you and recognisable?

CONTENT

- Y N If you look at your top 9-12 photos, are you telling a story through your content?
- Y N Overall, is your Instagram content consistent, high quality and relevant?
- Y N Are you paying attention to and writing relevant captions that enhance your photos?
- Y N Do your captions use storytelling tactics and showcase your brand's personality?
- Y N Do you include questions in some of your captions to engage your audience?
- Y N Are you including calls to action in some of your captions?
- Y N Are you using your captions to share your expertise and build trust with your audience?
- Y N Are you using relevant and strategic hashtags on all of your posts?
- Y N Do you use a mix of more popular hashtags with more niche hashtags?
- Y N Do you use hashtags to find and interact with your ideal audience?
- Y N Do you keep consistent with where you post your hashtags and how many you use?
- Y N Are you including a Geolocation when you post content?

TOP PERFORMING POSTS & CONTENT TYPE

Type of Post (Photo/Video/carousel)	Topic	Reach	Impression	Engagement (Average per post)

LEAST PERFORMING POSTS & CONTENT TYPE

Type of Post (Photo/Video/carousel)	Topic	Reach	Impression	Engagement (Average per post)



PLAN YOUR CONTENT

What are the personality traits of your business?

What problems are your customers facing?

How does your business help solves these problems?

What are your business goals for Instagram?