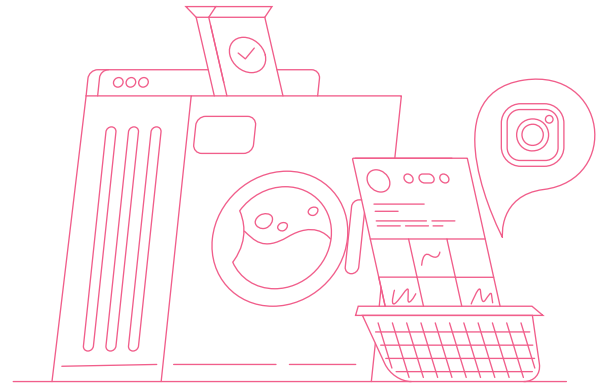


Instagram Laundry List



#1 Choose a username that is

- ⊙ attention-grabbing
- ⊙ consistent with your brand
- ⊙ short & easy to remember
- ⊙ recognizable & searchable
- ⊙ not a fad

#2 Switch to Business Account to get access to

- ⊙ advanced insights
- ⊙ paid ads options
- ⊙ advanced profile features
- ⊙ scheduling

#3 Enhance your description with:

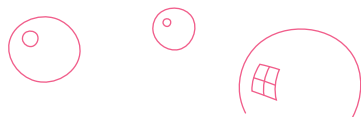
- ⊙ your business blurb
- ⊙ call to action
- ⊙ a link in bio or a landing page
- ⊙ contact details
- ⊙ brand hashtags
- ⊙ disclaimers

#4 Pick a profile photo that

- ⊙ doesn't contain too many elements
- ⊙ includes only important info
- ⊙ is in line with your brand

#5 Identify elements to use, such as

- ⊙ brand hashtag
- ⊙ list of accompanying hashtags
- ⊙ captions
- ⊙ ALT text



#6 When picking hashtags remember that

- ⊙ they should refer to your brand and industry
- ⊙ they should be easy to remember and capitalized if needed
- ⊙ they should include factors like location, trends, or date if applicable

#7 Make the most of your IG Business profile with

- ⊙ Professional Dashboard
- ⊙ Tags approval and removal

#8 And remember to

- ⊙ keep analyzing your performance
- ⊙ interact with your followers and potential clients
- ⊙ juggle with content forms
- ⊙ enjoy!