

INSTAGRAM AUDIT CHECKLIST

INSTA NAME: _____ DATE: _____

GOALS

#1 What are your current business goals and do these align with your Insta goals?

#2 What indicators do you use to define your success?

#3 Are your goals specific, measurable, attainable, relevant and time-bound?

#4 What is your business' approach to Insta at this current time?



#BRANDING

- | | | |
|---|------------|-----------|
| #1 Do you have a brand style guide? | YES | NO |
| #2 Is you logo, colours, fonts and other brand elements used consistently on your Insta? | YES | NO |
| #3 Is your Insta username the same as your business name and other social platforms? | YES | NO |
| #4 If not, is it easily found and relevant to your brand? | YES | NO |
| #5 Does your bio explain what your business is while reflecting your brand voice other social platforms? | YES | NO |
| #6 Is your brand voice reflected in profile and content? | YES | NO |
| #7 Is your destination URL effective and up-to-date? | YES | NO |
| #8 If you have Instagram Stories Highlights, are your covers consistent with your brand? | YES | NO |



CONTENT

#1 Does your content have a consistent colour palette or design?	YES	NO
#2 Does your content have a theme that matches your brand and voice?	YES	NO
#3 Is it obvious what your business does based on your last 9 posts?	YES	NO
#4 Does your content have varied content which includes promotional and non-promotional?	YES	NO
#5 Are your photos and videos high quality?	YES	NO
#6 Are you sharing content on Instagram Stories?	YES	NO
#7 Is your Instagram Stories branding consistent with your profile?	YES	NO
#8 Have you shared lived broadcasts on Instagram via Instagram Live?	YES	NO



ANALYTICS

#1 Are you looking at and recording your Insta analytics? -	YES	NO
Followers	YES	NO
Profile Visits	YES	NO
Website Clicks	YES	NO
Overall Reach	YES	NO
Overall Impressions	YES	NO
Top Audience Locations	YES	NO
Age of Audience	YES	NO
Gender of Audience	YES	NO
Post specific analytics	YES	NO

#2 Are you keeping weekly or monthly reports? YES NO

#3 What posts work well? Why?

#4 What posts aren't work well? Why?



#AUDIENCE

- | | | |
|--|-----|----|
| #1 Is your content relevant to your audience? | YES | NO |
| #2 Do you respond to comments and messages? | YES | NO |
| #3 Who are you following? Are you following your brand inspirations? | YES | NO |
| #4 Are you engaging with other's content? | YES | NO |
| #5 Are you reposting content from your audience? | YES | NO |

#GROWTH STRATEGIES

- | | | |
|--|-----|----|
| #1 Are you partnering with influencers? | YES | NO |
| #2 Do you collaborate with other brands on Insta to co-marketing campaigns? | YES | NO |
| #3 Do you run any promotions, like hashtag campaigns or competitions? | YES | NO |
| #4 Are you using hashtags and location tags in your Insta Stories to increase discoverability? | YES | NO |
| #5 Are you running ads or boosting posts? | YES | NO |

#HASHTAGS

- | | | |
|--|-----|----|
| #1 Are you using relevant hashtags that both your brand and your audience? | YES | NO |
| #2 Do you have a branded hashtag? | YES | NO |
| #3 Are you encouraging your audience to post using your hashtag? | YES | NO |
| #4 Are any of your hashtags blocked or broken? | YES | NO |

#TOOLS

#1 Are you using a scheduler to plan and schedule your content in advance?

YES NO

#2 Are you using any tools to optimise your bio link?

YES NO

