



INSTAGRAM



Audit Checklist

This Instagram Mini-Audit Checklist is perfect for personal use to grow and scale your business on Instagram.



Welcome!

I'M JACQUELINE

I'm a Web Designer and Brand Strategist, here to help your marketing game be obsession-worthy. If you're a small business owner ready to elevate your marketing, then you've made it friend! This Instagram Mini-Audit is going to change your Instagram game! This self-audit walks you through each section of your Instagram account & strategy to ensure that you're making the most of the platform! Included is a checklist of 3 sections and 40+ aspects of Instagram from your profile & bio to growth and marketing strategies.

ASSESSMENT

INSTAGRAM AUDIT CHECKLIST



USERNAME

DATE OF AUDIT

AUDIT COMPLETED BY:

ASSESSMENT

PROFILE

		YES	NO
1	Does your username clearly relate to your business?	<input type="checkbox"/>	<input type="checkbox"/>
2	If your username isn't your business name, is it easily discoverable and relevant to your brand?	<input type="checkbox"/>	<input type="checkbox"/>
3	Is your username the same as your business name and does it share the same spelling across all social platforms?	<input type="checkbox"/>	<input type="checkbox"/>
4	Is your username easy to spell & find in a search?	<input type="checkbox"/>	<input type="checkbox"/>
5	If you are a personal brand, is your profile picture of yourself?	<input type="checkbox"/>	<input type="checkbox"/>
6	If you are a non-personal brand, is your picture your logo?	<input type="checkbox"/>	<input type="checkbox"/>
7	Is your profile picture consistent with your brand & other social platforms?	<input type="checkbox"/>	<input type="checkbox"/>
8	Does your bio make it very clear what you do, who you are and what you offer?	<input type="checkbox"/>	<input type="checkbox"/>
9	Does your bio use action verbs (ex. 'helping' instead of 'help')?	<input type="checkbox"/>	<input type="checkbox"/>
11	Does it share what type of content people can expect from you?	<input type="checkbox"/>	<input type="checkbox"/>
12	Does it have a call to action for your link?	<input type="checkbox"/>	<input type="checkbox"/>
13	Is your website link effective and up-to-date?	<input type="checkbox"/>	<input type="checkbox"/>
14	Are your highlight covers consistent with your brand?	<input type="checkbox"/>	<input type="checkbox"/>

ASSESSMENT

AESTHETIC

		YES	NO
1	Is your logo, color palette, icons & fonts consistent on your profile?	<input type="checkbox"/>	<input type="checkbox"/>
2	Looking at your Instagram posts, does it have a consistent color palette or aesthetic?	<input type="checkbox"/>	<input type="checkbox"/>
3	Does that aesthetic match your branding?	<input type="checkbox"/>	<input type="checkbox"/>
4	Does your post aesthetic match your profile & highlights aesthetics?	<input type="checkbox"/>	<input type="checkbox"/>
5	Do you have a cohesive color scheme of 2-5 colors?	<input type="checkbox"/>	<input type="checkbox"/>
6	Do you use the same presets on all of your photos?	<input type="checkbox"/>	<input type="checkbox"/>
7	Are your pictures clear & not pixelated?	<input type="checkbox"/>	<input type="checkbox"/>
8	If you post Quotes or Instaquotes, are you consistently using the same typography?	<input type="checkbox"/>	<input type="checkbox"/>
9	Is there a pattern/grid to your posts?	<input type="checkbox"/>	<input type="checkbox"/>
11	Are your last 9-12 posts visually scroll stopping?	<input type="checkbox"/>	<input type="checkbox"/>
12	Are you using a variety of post options (video, quote, image, etc.)	<input type="checkbox"/>	<input type="checkbox"/>
13	Does your content have an overarching theme that matches your brand and voice?	<input type="checkbox"/>	<input type="checkbox"/>
14	Is that theme immediately identifiable as belonging to your brand?	<input type="checkbox"/>	<input type="checkbox"/>

ASSESSMENT

CONTENT

		YES	NO
1	Are you posting consistently?	<input type="checkbox"/>	<input type="checkbox"/>
2	Do you have 3-5 set content categories that you rotate through consistently?	<input type="checkbox"/>	<input type="checkbox"/>
3	Do these content categories apply to your audience's needs & interests?	<input type="checkbox"/>	<input type="checkbox"/>
4	Are one of your content categories dedicated to your services or products?	<input type="checkbox"/>	<input type="checkbox"/>
5	Is it obvious what your business does or is about from the 9 most recent posts?	<input type="checkbox"/>	<input type="checkbox"/>
6	Do you know what your best and least performing categories are?	<input type="checkbox"/>	<input type="checkbox"/>
7	Is your caption easy to read? Is your first line attention grabbing?	<input type="checkbox"/>	<input type="checkbox"/>
8	Does your caption include a call to action?	<input type="checkbox"/>	<input type="checkbox"/>
9	Is there a pattern/grid to your posts?	<input type="checkbox"/>	<input type="checkbox"/>
11	Is your content providing a solution to your audience's problem?	<input type="checkbox"/>	<input type="checkbox"/>
12	Does your content match your brand & voice?	<input type="checkbox"/>	<input type="checkbox"/>
13	Does your content have a varied mix of promotional & non-promotional content?	<input type="checkbox"/>	<input type="checkbox"/>
14	Are you using all post formats including video, photo posts, carousel posts, IGTV previews, reels, etc.?	<input type="checkbox"/>	<input type="checkbox"/>

ASSESSMENT

WEEKLY TRACKING

Week Of:

START		GOAL		FINAL	
POST		POST		POST	
FOLLOWERS		FOLLOWERS		FOLLOWERS	
FOLLOWING		FOLLOWING		FOLLOWING	
STORY VIEWS		STORY VIEWS		STORY VIEWS	

Week Of:

	M	T	W	T	F	S	S
POSTS							
LIKES							
COMMENTS							
FOLLOWS							
UNFOLLOWS							
STORIES							
DIRECT MESSAGES							



WANT MORE?

Let's deep dive into your business together! Book a 1-hour consultation with me for a full service social media audit. Let me help you make your marketing game obsession-worthy!

[JACQUELINECREATES.CO](https://jacquelinecreates.co)

