



# INSTAGRAM AUDIT CHECKLIST

KEEP TRACK OF YOUR GROWTH, CONTENT, ENGAGEMENT, AND MORE.

INSTAGRAM HANDLE	DATE OF AUDIT	
	AUDITED BY	

## SECTION 1: GOALS AND KPI'S

- 1. ARE YOUR KPIS SPECIFIC, MEASURABLE, ATTAINABLE, RELEVANT, AND TIME-BOUND?  YES  NO
- 2. DO YOUR CURRENT STATE GOALS ALIGN WITH YOUR GOALS FOR INSTAGRAM?  YES  NO
- 3. WHAT KPI'S (KEY PERFORMANCE INDICATORS) DO YOU USE TO DEFINE SUCCESS?

- 4. CAN YOU EXPLAIN YOUR STATE'S APPROACH TO INSTAGRAM IN ONE SENTENCE?
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## SECTION 2: BRANDING AND VOICE

1. DO YOU HAVE A BRAND STYLE GUIDE WITH A CLEAR OVERVIEW OF YOUR VOICE AND VISUAL STYLE?  YES  NO
2. ARE YOUR LOGO, COLOR PALETTE, ICONS, FONTS, OR OTHER BRAND ELEMENTS USED CONSISTENTLY ON YOUR INSTAGRAM PROFILE?  YES  NO
3. IS YOUR INSTAGRAM USERNAME THE SAME AS YOUR BUSINESS NAME AND DOES IT SHARE THE SAME SPELLING ACROSS YOUR OTHER SOCIAL CHANNELS?  YES  NO
4. DO YOU FEEL THAT YOUR INSTAGRAM USERNAME IS EASILY DISCOVERABLE AND RELEVANT TO YOUR BRAND?  YES  NO
5. IS YOUR BIO ACCURATE AND CONSISTENT ACROSS YOUR OTHER DIGITAL PROPERTIES?  YES  NO
6. DOES YOUR INSTAGRAM BIO SUCCINCTLY EXPLAIN WHAT YOUR BRAND IS/DOES?  YES  NO
7. THINK ABOUT THE WORDS THAT DESCRIBE YOUR STATE GUARD'S VOICE. ARE THESE DESCRIPTORS OBVIOUS WHEN YOU LOOK AT YOUR PROFILE, BIO, AND CONTENT?  YES  NO
8. IS YOUR DESTINATION URL (YOUR LINK IN BIO) EFFECTIVE AND UP-TO-DATE?  YES  NO
9. IF YOU HAVE INSTAGRAM STORIES HIGHLIGHTS, ARE YOUR COVERS CONSISTENT WITH YOUR BRAND STYLE AND INSTAGRAM AESTHETIC?  YES  NO

## SECTION 3: CONTENT AND AESTHETIC

1. LOOKING AT YOUR INSTAGRAM POSTS, DOES YOUR CONTENT HAVE A CONSISTENT COLOR PALETTE OR AESTHETIC?  YES  NO
2. DOES YOUR CONTENT HAVE AN OVERARCHING THEME THAT MATCHES YOUR BRAND AND VOICE?  YES  NO
3. IS THAT THEME IMMEDIATELY IDENTIFIABLE AS BELONGING TO YOUR BRAND?  YES  NO
4. IS IT IMMEDIATELY OBVIOUS WHAT YOUR ACCOUNT DOES BASED ON YOUR LAST 9 POSTS?  YES  NO
5. ARE YOU USING ALL OF INSTAGRAM'S POST FORMATS, INCLUDING REELS, STORIES, VIDEO POSTS, PHOTO POSTS, CAROUSEL POSTS, AND IGTVS?  YES  NO

- 6. ARE YOU USING ALL OF INSTAGRAM'S POST FORMATS, INCLUDING REELS, STORIES, VIDEO POSTS, PHOTO POSTS, CAROUSEL POSTS, AND IGTVS?  YES  NO
- 7. ARE YOU SHARING CONTENT ON INSTAGRAM STORIES REGULARLY?  YES  NO
- 8. DO YOU HAVE A CLEAR AND WELL-DEFINED STRATEGY FOR YOUR INSTAGRAM STORIES CONTENT, INCLUDING GOALS AND KPI'S?  YES  NO
- 9. HAVE YOU SHARED LIVED BROADCASTS ON INSTAGRAM VIA INSTAGRAM LIVE?  YES  NO
- 10. ARE YOU BORROWING POST CAPTIONS, IMAGES, AND VIDEO FROM THE ARNGSOCIALMEDIA.COM WEBSITE?  YES  NO

**SECTION 4: ANALYTICS**

- 1. ARE YOU KEEPING TRACK OF YOUR INSTAGRAM ANALYTICS, INCLUDING YOUR POST AND STORIES ANALYTICS, AUDIENCE ANALYTICS, AND IGTV ANALYTICS?  YES  NO

2. WHAT ARE THE MAIN METRICS THAT YOU'RE TRACKING?

- 3. ARE YOU CREATING WEEKLY OR MONTHLY REPORTS TO KEEP TRACK OF YOUR ACCOUNT'S GROWTH?  YES  NO
- 4. DO YOU KNOW WHEN YOUR BEST TIMES TO POST ON INSTAGRAM ARE?  YES  NO
- 5. ARE ANY INDIVIDUAL POSTS UNDERPERFORMING? CAN YOU IDENTIFY WHY?  YES  NO
- 6. ARE ANY INDIVIDUAL STORIES UNDERPERFORMING? CAN YOU IDENTIFY WHY?  YES  NO

## SECTION 5: COMMUNITY AND FOLLOWERS

1. IS YOUR CONTENT RELEVANT TO YOUR AUDIENCE?  YES  NO
2. ARE YOU RESPONDING TO COMMENTS AND DM'S IN A REASONABLE AMOUNT OF TIME?  YES  NO
3. ARE YOU FOLLOWING RELEVANT ACCOUNTS?  YES  NO
4. ARE YOU LIKING AND/OR COMMENTING ON TAGGED/HASHTAGGED PHOTOS AS THEY APPEAR?  YES  NO
5. ARE YOU REPOSTING CONTENT FROM YOUR COMMUNITY TO YOUR PROFILE GRID OR STORIES?  YES  NO
6. ARE YOU KEEPING TRACK OF YOUR MOST ENGAGED FOLLOWERS?  YES  NO
7. HOW ARE YOU CONNECTING WITH YOUR MOST ENGAGED FOLLOWERS? IS THERE ANY WAY YOU CAN ELEVATE YOUR ENGAGEMENT WITH THEM AND MAKE THEM FEEL CLOSER TO YOUR STATE GUARD?  YES  NO

## SECTION 6: GROWTH STRATEGIES

1. ARE YOU PARTNERING WITH INFLUENCERS TO CREATE CONTENT?  YES  NO
2. DO YOU RUN ANY OF YOUR OWN INSTAGRAM PROMOTIONS, LIKE HASHTAG CAMPAIGNS, CONTESTS, OR GIVEAWAYS?  YES  NO
3. ARE YOU USING HASHTAGS AND LOCATION TAGS IN YOUR INSTAGRAM STORIES AND POSTS TO INCREASE THEIR DISCOVERABILITY?  YES  NO
4. ARE YOU USING INSTAGRAM STORY STICKERS TO INCREASE ENGAGEMENT?  YES  NO

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|---|------------------------------|-----------------------------|
| 6. ARE YOU RUNNING INSTAGRAM ADS OR BOOSTING YOUR INSTAGRAM POSTS TO REACH MORE USERS?  | <input type="checkbox"/> YES | <input type="checkbox"/> NO |
| 7. DO YOU CROSS-PROMOTE YOUR INSTAGRAM CONTENT ON OTHER CHANNELS?                       | <input type="checkbox"/> YES | <input type="checkbox"/> NO |
| 8. HAVE YOU CREATED YOUR OWN INSTAGRAM STORY GIFS?                                      | <input type="checkbox"/> YES | <input type="checkbox"/> NO |
| 9. ARE YOU INCLUDING EFFECTIVE CALLS-TO-ACTION (CTA'S) IN YOUR INSTAGRAM POST CAPTIONS? | <input type="checkbox"/> YES | <input type="checkbox"/> NO |

## SECTION 7: HASHTAGS

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|---|------------------------------|-----------------------------|
| 1. ARE YOU USING RELEVANT HASHTAGS THAT BOTH FIT YOUR BRAND AND YOUR AUDIENCE?                                | <input type="checkbox"/> YES | <input type="checkbox"/> NO |
| 2. DO YOU HAVE AT LEAST ONE BRANDED HASHTAG THAT YOU USE CONSISTENTLY IN POSTS?                               | <input type="checkbox"/> YES | <input type="checkbox"/> NO |
| 3. ARE YOU ENCOURAGING YOUR COMMUNITY TO POST WITH YOUR BRANDED HASHTAG?                                      | <input type="checkbox"/> YES | <input type="checkbox"/> NO |
| 4. ARE YOU INCLUDING A LIST OF HASHTAGS IN YOUR POST CAPTION OR IN A COMMENT THAT YOU LEAVE ON YOUR OWN POST? | <input type="checkbox"/> YES | <input type="checkbox"/> NO |

## SECTION 8: MARKETING TOOLS

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|---|------------------------------|-----------------------------|
| 1. DO YOU USE A SCHEDULING TOOL LIKE HOOTSUITE, META CREATOR STUDIO, OR LATER TO PLAN YOUR SOCIAL MEDIA CONTENT IN ADVANCE? | <input type="checkbox"/> YES | <input type="checkbox"/> NO |
| 2. DO YOU REVIEW INSTAGRAM INSIGHTS (ANALYTICS) TO TRACK YOUR ACCOUNT'S GROWTH?   | <input type="checkbox"/> YES | <input type="checkbox"/> NO |
| 3. DO YOU HAVE A TRACKABLE LINK IN YOUR INSTAGRAM BIO (E.G., UTM, LINKTREE)?  | <input type="checkbox"/> YES | <input type="checkbox"/> NO |
| 4. DO YOU USE ANY TOOLS FOR YOUR INSTAGRAM HASHTAG RESEARCH?  | <input type="checkbox"/> YES | <input type="checkbox"/> NO |
| 5. DO YOU HAVE A TEAM MEMBER RESPONDING TO YOUR INSTAGRAM COMMENTS/DM'S?  | <input type="checkbox"/> YES | <input type="checkbox"/> NO |