

Social Media Launch Checklist:

Instagram Edition

Part 1: The Credentials

- Choose an Email & Password
- Select a Straightforward Username (30 characters max)
- Select a Profile Photo (Ideally 180 x 180 px; minimum 110 x 110 px)
- Create a Profile Name (30 characters max)
- Write an Informative Instagram Bio (150 characters max)
- Add a Website Link

Part 2: The Content

- Identify Your Imagery Style
- Publish (At Least) 6 Grid Posts to Get Started
- Build Your Hashtag Collections (30 hashtags max per post)
- Brainstorm Instagram Story Topics (1080 x 1920 px for images)
- Choose Instagram Highlight Topics (With Covers)
- Generate A Content Calendar for the Month Ahead

Part 3: The Logistics

- Determine a Posting Schedule
- Identify your Posting Tools
- Build a Follow List
- Determine a Plan for Maintaining an Active Profile
- Add Your Instagram Profile Link to your Website

Part 4: The Business Perks

- Make a Facebook Business Manager
- Set Up Your Instagram Shop