



HOW EFFECTIVE IS YOUR INSTAGRAM PAGE?

Open your profile & ask yourself these 16 self evaluation questions:

1. Do you know who your target audience on your social network is? Yes or No?
2. Are you posting content that your followers love to see? If Yes, do you know that for a fact? Yes or No?
3. Are your posts consistent? Yes or No?
4. At first glance, would your audience know what you do and how you can benefit them? Yes or No?
5. Do you use high quality images in your posts? Yes or No?
6. Do you always use hashtags that actually relate to your posts? Yes or No?
7. Does your content inspire your audience to do anything with motivating stories? Yes or No?
8. Does your content educate your audience with informative tips and advice? Yes or No?
9. Does your content entertain your audience your personality? Yes or No??
10. Do you post quality content that displays your lifestyle? Yes or No?
11. Does your bio clearly tell your audience who you are, what you do and how to contact you? Yes or No?
12. Is your profile pic high quality and attractive enough for someone to want to click to see who you are? Yes or No?
13. Do you have a link to your website in your bio? Yes or No?
14. Do you like and comment on other people's pictures very often? Yes or No?
15. Do you engage with your audience consistently? Yes or No?
16. Do you collect emails and direct your audience to channels that you own? Yes or No?