

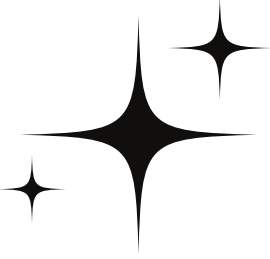


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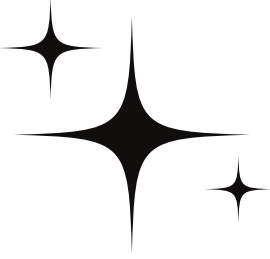
## INSTAGRAM AUDIT CHECKLIST

Here's a free worksheet checklist to help people audit their Instagram accounts! Each section targets a specific area of Instagram strategy and optimization.

[www.mandyclementine.com](http://www.mandyclementine.com)



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## 1. Profile Basics

- Username: Is your username clear, memorable, and easy to spell?
- Profile Picture: Does your profile picture reflect your brand or personality?
- Bio:
  - Includes keywords that reflect who you are or what you do?
  - Clearly communicates your value (i.e., what makes you stand out)?
  - Is there a call-to-action (CTA) like “DM for info” or “Shop the link below”?
- Link in Bio: Is your link up-to-date? (Consider a Linktree or similar tool if you have multiple links.)

## **2. Content Strategy**

- Niche/Theme: Is your content aligned with your niche or theme?
- Value: Are you providing valuable content that educates, entertains, or inspires?
- Consistency: Do you post regularly (ideally 3-5 times per week)?
- Content Mix: Do you have a balance of content types (photos, videos, carousels, Reels, Stories)?
- Originality: Does your content reflect your unique perspective or voice?

## **3. Visual Branding**

- Aesthetic: Is your feed visually cohesive? (Consistent color palette, editing style, filters?)
- Quality: Are your photos and videos clear, well-lit, and high-quality?
- Fonts & Colors: Do you use consistent fonts and colors in graphics, Stories, and other visuals?
- Layout: Do your posts look good together when viewed in the grid?

#### **4. Caption Strategy**

- **Tone & Voice:** Does your caption voice match your brand or personality?
- **Storytelling:** Do you share stories or valuable insights that keep people engaged?
- **CTA (Call-to-Action):** Do you encourage engagement by asking questions, inviting comments, or adding “link in bio” reminders?
- **Relevant Hashtags:** Are you using hashtags that are relevant to your audience and niche (and avoiding spammy or overly generic ones)?

#### **5. Engagement**

- **Comments & Replies:** Do you respond to comments and engage with your followers?
- **Direct Messages (DMs):** Do you regularly check and respond to your DMs?
- **Engagement Strategy:** Are you engaging with other accounts in your niche (liking, commenting, sharing)?
- **Interactive Stories:** Do you use Stories tools like polls, questions, and quizzes to encourage interaction?

## **6. Reels & Video Content**

- Reels Consistency: Are you posting Reels consistently (1-3 times per week)?
- Engaging Hook: Do your Reels capture attention in the first 3 seconds?
- Value & Entertainment: Are your Reels providing value, entertainment, or showcasing your personality?
- Original Audio & Trends: Are you experimenting with trending sounds and audio while keeping it relevant to your brand?

## **7. Analytics & Optimization**

- Insights: Are you regularly checking Instagram Insights to see what's working?
- Best Times to Post: Have you identified the best times to post based on your audience activity?
- Top Content: Are you aware of your top-performing posts so you can create more similar content?
- Follower Growth: Are you tracking your follower growth month over month to see trends?

## 8. Ads & Promotion (Optional)

- Ad Strategy: Are you running any paid ads on Instagram?
- Target Audience: Are your ads targeted to the right audience?
- Content Variety: Are you testing different ad types (Stories ads, feed ads, carousel ads)?
- Results Tracking: Are you monitoring ad performance to ensure your money is well-spent?

Use this checklist to audit your Instagram and make adjustments where needed. Regular audits can help ensure your account stays fresh, relevant, and engaging!

Happy posting!

*Mandy Clementine*

