

Instagram

FREE GUIDE +
WORKSHEETS

Content Planner

Engagement Strategy

HOW TO UNDERSTAND
YOUR DATA



FOLLOW ME



Content Planner



	CONTENT THEME	HASHTAGS	TIME	END GOAL
<div>M</div> <div><div>POST</div><div>DATA</div></div>	<div>CONTENT TYPE</div> <div><div>PHOTO</div><div>VIDEO</div></div>			
<div>T</div> <div><div>POST</div><div>DATA</div></div>	<div>CONTENT TYPE</div> <div><div>PHOTO</div><div>VIDEO</div></div>			
<div>W</div> <div><div>POST</div><div>DATA</div></div>	<div>CONTENT TYPE</div> <div><div>PHOTO</div><div>VIDEO</div></div>			
<div>TH</div> <div><div>POST</div><div>DATA</div></div>	<div>CONTENT TYPE</div> <div><div>PHOTO</div><div>VIDEO</div></div>			
<div>F</div> <div><div>POST</div><div>DATA</div></div>	<div>CONTENT TYPE</div> <div><div>PHOTO</div><div>VIDEO</div></div>			
<div>S</div> <div><div>POST</div><div>DATA</div></div>	<div>CONTENT TYPE</div> <div><div>PHOTO</div><div>VIDEO</div></div>			
<div>SU</div> <div><div>POST</div><div>DATA</div></div>	<div>CONTENT TYPE</div> <div><div>PHOTO</div><div>VIDEO</div></div>			

Engagement Strategy



	TYPE OF ENGAGEMENT	CTA
M	● COMMENT	● GIVEAWAY
	● INSTASTORY	● TAKEOVER
	● POD FOLLOWING	● IGTV
T	● COMMENT	● GIVEAWAY
	● INSTASTORY	● TAKEOVER
	● POD FOLLOWING	● IGTV
W	● COMMENT	● GIVEAWAY
	● INSTASTORY	● TAKEOVER
	● POD FOLLOWING	● IGTV
TH	● COMMENT	● GIVEAWAY
	● INSTASTORY	● TAKEOVER
	● POD FOLLOWING	● IGTV
F	● COMMENT	● GIVEAWAY
	● INSTASTORY	● TAKEOVER
	● POD FOLLOWING	● IGTV
S	● COMMENT	● GIVEAWAY
	● INSTASTORY	● TAKEOVER
	● POD FOLLOWING	● IGTV
SU	● COMMENT	● GIVEAWAY
	● INSTASTORY	● TAKEOVER
	● POD FOLLOWING	● IGTV
		■ BLOG
		■ PRODUCT/SERVICE
		■ FOLLOW

User Insights



PROFILE VISIT



HASHTAG



FOLLOW



WEB CLICKS

M



WHAT # GROUP HAD THE MOST IMPRESSION?

T



W



WHAT WAS YOUR HIGHEST CTA?

TH



WHAT DAYS DID YOU GET THE MOST WEB CLICKS?

F



S



WHAT SHOULD YOU ADJUST?

SU

