



Instagram Audit

DRINKSWITHHEBE

HANDLE

DATE

FOLLOWERS

NAME

Welcome to your Instagram Audit by DrinkswithHebe. Here you can keep track of content, engagement, brand messaging and more. I recommend completing this audit once every three months to keep your Instagram profile in line with your business.

SECTION ONE: GOALS

BUINESS GOALS FOR NEXT 3 MONTHS

DRINKSWITHHEBE

HOW CAN THESE BUSINESS GOALS ALIGN WITH
INSTAGRAM?

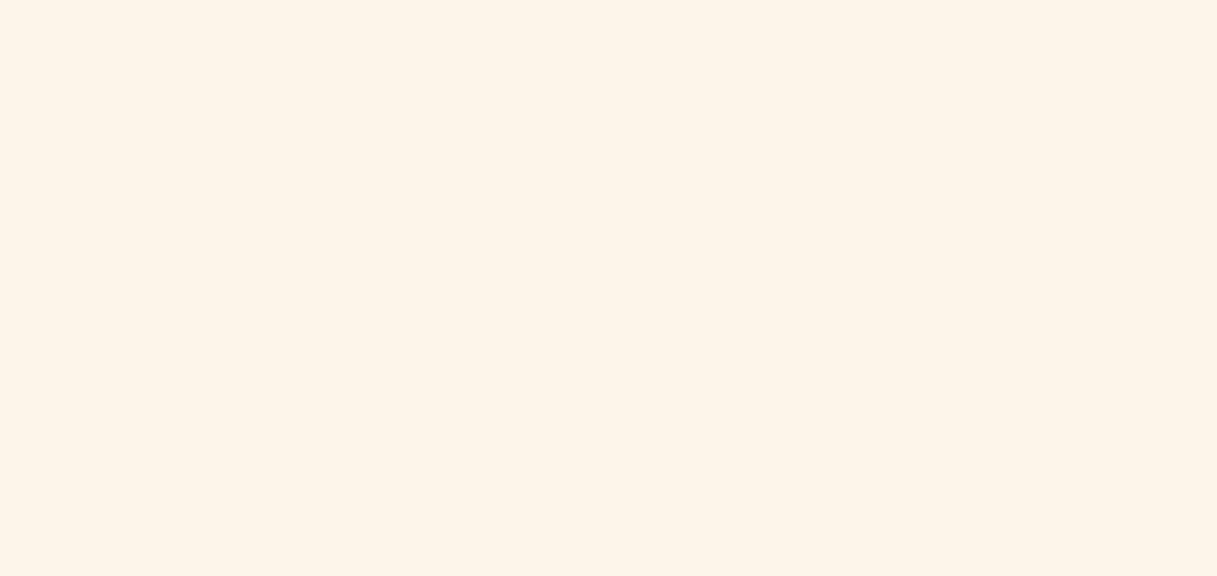
WHAT KPIS (KEY PERFORMANCE INDICATORS) DEFINE
SUCCESS FOR YOU?

TIP

Use your KPIs to dictate your Instagram content. By focusing on your business goals, choosing the content to post on Instagram will be clear.

SECTION TWO: BRANDING

HOW WOULD YOU DESCRIBE YOUR BUSINESSES BRANDING?



DOES THE ABOVE DESCRIPTION MATCH YOUR INSTAGRAM PROFILE?

YES

NO

DOES YOUR BUSINESS NAME AND YOUR INSTAGRAM HANDLE MATCH?

YES

NO

DOES YOUR INSTAGRAM BIO MATCH YOUR WEBSITE?

YES

NO

DO YOUR INSTAGRAM STORY HIGHLIGHTS MATCH YOUR BUSINESS BRANDING?

YES

NO

WHEN YOU LOOK AT YOUR INSTAGRAM PROFILE, DOES IT REFLECT YOUR BRAND IN THE SAME WAY YOUR WEBSITE DOES?

YES

NO

TIP

Make sure the answer to all these questions is YES. To create a brand your audience can trust you need to have consistency across all platforms.

SECTION THREE: CONTENT

DESCRIBE YOUR INSTAGRAM FEED

DO YOU HAVE A BRAND COLOUR PALETTE? IS THIS USED ON YOUR INSTAGRAM FEED?

YES

NO

DO YOUR LAST 9 POSTS SHOW WHAT YOUR BUSINESS IS?

YES

NO

ARE YOU SHARING CONTENT ON INSTAGRAM STORIES?

YES

NO

WHAT STYLES OF CONTENT DO YOU SHARE?
(PHOTOS, VIDEOS, IGTV ETC)

DO YOU SHARE CONTENT THAT MATCHES YOUR BRAND
ETHOS?

YES

NO

TIP

Don't use every post to sell. Use categories that match your brand ethos to help your audience get to know you.

SECTION FOUR: ANALYTICS

WHICH FIGURES ARE IMPORTANT TO YOU ON INSTAGRAM?

DO YOU TRACK YOUR INSTAGRAM ANALYTICS?

YES

NO

DO YOU HAVE AN INSTAGRAM BUSINESS ACCOUNT?

YES

NO

WOULD WEEKLY OR MONTHLY REPORTS BE BEST FOR YOUR BUSINESS?

WEEKLY

MONTHLY

WHAT ARE YOUR BEST TIMES FOR POSTING TO INSTAGRAM?

DO YOU KNOW WHO YOUR INSTAGRAM AUDIENCE IS?

YES

NO

TIP

With an Instagram business profile you can gain insights into your posts performances, audience and growth.

SECTION FIVE: ENGAGEMENT

HOW LONG DO YOU SPEND PER DAY ENGAGING WITH OTHER ACCOUNTS ON INSTAGRAM?

HOW QUICKLY DO YOU RESPOND TO YOUR AUDIENCE?

WITHIN 5 MINS

WITHIN 30 MINS

WITHIN 1 HOUR

HOW FREQUENTLY DO YOU REPLY TO MESSAGES AND COMMENTS?

RARELY

OFTEN

ALWAYS

TIP

Engaging with other accounts on Instagram helps your growth, whilst responding to your audience will let them know you care about them.

You've now completed your Instagram Audit. Check back again in three months to keep your Business Instagram profile in line with your business as it grows.

I'd love to stay connected with you, so drop me a message with any questions you have on Instagram
@drinkswithhebe

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