

Profile CHECKLIST

USERNAME

Y

N

Does it match your business name?

☐
☐

Or is it somewhat related?

☐
☐

PROFILE IMAGE

Y

N

Personal brand, is your profile photo a photo of yourself?

☐
☐

Non-personal brand, are you using your business logo?

☐
☐

BIO

Y

N

Does your Bio clearly and succinctly communicate:

Who you are

☐
☐

What you do

☐
☐

What you offer

☐
☐

Does it speak to your target audience?

☐
☐

Is it clear to them WHY they should follow you? e.g. the type of content you share and why they should follow you?

☐
☐

Is there a clear CTA?

☐
☐

Is there personality in your bio (the same voice as your captions)?

☐
☐

Is your "Name" reflective of what you do? (e.g. This field is searchable so if you are a life coach, consider putting that there as well as your name)

☐
☐

Do you have a hashtag campaign (if yes, is it in your bio)?

☐
☐

Are you utilising the Highlights feature to your maximum ability?

☐
☐

Have you included your best point of contact?

☐
☐

Have you set up a clickable link to your latest content/offer/online space?

☐
☐

Contact/Email Button (Business Accounts Only)

☐
☐