**AlwaysBeRecruiting Instagram Profile Assessment**

Name:

Instagram:

**Please see second page for feedback**

|  | **Changes Needed**  **(1)** | **Keep Improving**  **(2)** | **Getting There**  **(3)** | **Looks Good**  **(4)** | **Amazing**  **(5)** |
| --- | --- | --- | --- | --- | --- |
| **Content** |  |  |  |  |  |
| **Profile Picture** |  |  |  |  |  |
| **Bio** |  |  |  |  |  |
| **Username** |  |  |  |  |  |
| **Follower/Following Ratio** |  |  |  |  |  |

**Total Score: 0/25**

**The most important thing to remember is that your Instagram account is your social resume. People will judge you for better or worse based on the profile that you are using to message them and they will make their decision to have a conversation with you within the first 10 seconds of seeing your profile. That is why you want to use an optimized profile to maximize your outreach.**

**Content:**

* 9-12 pieces of content on the page, minimum
* 2 posts within the last 12 months
* Relevant content showcasing a well-rounded life
  + eg. Traveling, social events, with friends, significant others are all appropriate.
    - You don’t want someone posting anything controversial on the account
    - You don’t want someone posting random photos or photos of cats or something

**Profile Pic:**

* Clear picture that shows profile owner’s face - preferably from the shoulders up. Not zoomed out, not super zoomed in.

**Bio:**

* Here is an example bio - leverage emojis and tweak to fit what you want to convey

☀️ Solar Sales

💼 Team Lead @ (your company IG)

📍 (City, State you live in)

🤝 Hiring 6-7 figure earners

👇 Apply below:

Link to apply

**Username:**

* A username that closely resembles the name of the account owner - e.g. alexjgonzalez
* Does not have a lot of numbers or repeat letters in the name (ex. alexxx234385)
  + A large amount of numbers/repeat letters is typically a hallmark of a “bot” account
* No strange names (ex. pixiecutie13)
  + People don't want to respond to a random dm from someone with that name

**Follower/Following:**

* Want at least 800 followers, but over 1000 is ideal and a subconscious status number for some people
* The sweet spot for messaging is between 1400-1600 followers but no worries if you aren't exactly in that range
* Try to shy away from accounts that have a large “following” but was bought with fake followers
  + People are able to gauge followers and engagement (ex. 9000 followers but only 13 likes on a picture)
    - This could lead them to think of you as “fake”
* It is ok to have a follower/following ratio that is a bit lopsided (ex. 1000 followers with 1300 following) but you do not want to be following too many people (ex. 1000 followers but following 4300 people)
  + Bot accounts are also known to follow large amounts of people