



Personal Branding Guide

TikTok & Instagram Strategy

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2025 Edition

💡 Tips Personal Branding

🎯 Tentukan Niche

Pilih fokus spesifik seperti lifestyle, bisnis, teknologi, atau edukasi. Buat persona konsisten dengan value proposition yang jelas.

📊 Optimasi Profil

Username mudah diingat, bio yang jelas, link strategis, dan highlight stories yang terorganisir untuk Instagram dan TikTok.

🎨 Visual Branding

Gunakan pallet warna konsisten (2-3 warna), font seragam, style fotografi yang sama, dan logo personal.

📱 Strategi Konten

Mix feed posts, stories, reels untuk Instagram. Ikuti trend, buat konten edukasi singkat, dan gunakan hook kuat untuk TikTok.

📅 Jadwal Posting Harian

| Hari | Tema | Instagram | TikTok |
|--------|--------------------|--------------------------|-----------------------|
| Senin | Motivation Monday | Quote inspirational/tips | Video motivasi |
| Selasa | Tutorial Tuesday | Carousel tutorial | Quick how-to video |
| Rabu | Wisdom Wednesday | Konten edukasi | Fakta/insight menarik |
| Kamis | Throwback Thursday | Personal story | Before/after content |

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|---------------|--------------------|------------------|----------------------|
| Kamis | Throwback Thursday | Personal story | Before/after content |
| Jumat | Fun Friday | Konten menghibur | Trend/challenge |
| Sabtu | Saturday Spotlight | Collaboration | Duet/collab |
| Minggu | Sunday Summary | Weekly recap | Highlights minggu |

Target Harian & Bulanan

Target Harian

| | |
|----------------------|------------------|
| Instagram Posts | 1 post/hari |
| TikTok Videos | 1-2 video/hari |
| Instagram Stories | 3-5 stories/hari |
| Engagement Response | 100% dalam 2 jam |
| Community Engagement | 20-30 akun/hari |

Target Bulanan (Bulan 1-3)

| | |
|----------------------|------------|
| Instagram Followers | +500-1000 |
| TikTok Followers | +1000-2000 |
| Instagram Engagement | 5-10% |
| TikTok Engagement | 10-15% |

Target Bulanan (Bulan 4-6)

| | |
|----------------------|-----------------------------|
| Instagram Followers | +1000-2000/bulan |
| TikTok Followers | +2000-5000/bulan |
| Brand Collaborations | 2-3/bulan |
| Monetization | Affiliate + Digital Product |

Metrics Tracking

Quantitative

- Follower growth rate
- Engagement rate
- Reach & impressions
- Story completion rate
- Click-through rate

Qualitative

- Quality of comments
- DM business inquiries
- Brand mentions
- User-generated content
- Audience feedback

Quick Start Action

Langkah Awal

1. Tentukan niche Anda hari ini
2. Audit dan optimasi profil Instagram & TikTok
3. Buat content calendar untuk 1 minggu ke depan
4. Mulai dengan 1 post per platform per hari
5. Set waktu posting optimal: IG (19:00-21:00), TikTok (18:00-20:00)

Tools Recommended

Design

Canva, Figma untuk template design

Scheduling

Later, Buffer untuk scheduling posts

Video

CapCut, InShot untuk video editing

Planning

Notion, Trello untuk content planning