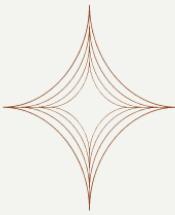


CONSCIOUSLY ELEVATED MEDIA



THE INSTAGRAM ALIGNMENT

check-list

HI THERE.



My name is Alexandra! I am your Social Media Guru here to help conscious brands, entrepreneurs, and creatives to align and elevate their social media presence. I know how it feels when you've tried everything yet, nothing seems to work. Algorithms and trends are always changing, you want to grow, but you aren't seeing results so it makes showing up consistently hard. Well, it's may be time to align your platform. This check-list is created with the intention to help you set-up your Instagram platform and content for success.

If you loved this checklist and are seeking more support, I am here to guide you in shifting limiting beliefs and building an organic social media presence using mindful strategies.

Are you ready to share your brand's unique story?

LET'S BE SOCIAL SOUL-MATES



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ACCOUNT

- IS YOUR ACCOUNT A CREATOR OR BUSINESS ACCOUNT?
- IS YOUR IG ACCOUNT HANDLE REFLECTIVE OF YOUR BRAND OR BUSINESS?
- HAVE YOU SET UP TWO-SET AUTHENTICATION FOR ACCOUNT SECURITY?
- IS YOUR IG ACCOUNT LINKED TO YOUR BRAND OR BUSINESS FACEBOOK ACCOUNT?
- HAVE YOU CHECKED YOUR ACCOUNT STATUS LATELY?

BIO

- IS YOUR PROFILE PICTURE HIGH QUALITY AND OF YOUR FACE OR LOGO?
- ARE YOU UTILIZING THE NAME SECTION OF YOUR BIO TO OPTIMIZE SEO?
- DO YOU HAVE A STRONG FIRST LINE THAT STATES YOUR NICHE OR OFFERING?
- DO YOU HAVE A CALL TO ACTION STATEMENT LINE?
- DO YOU HAVE A WEBSITE LINK OR LINK TREE?
- DO YOU HAVE A CONTACT BUTTON SET-UP?

CHECK-LIST



INSTAGRAM ALIGNMENT



BRANDING

- DO YOU HAVE A BRAND OR BUSINESS LOGO?
- DO YOU HAVE 3-4 BRAND COLORS TO CONSISTENTLY INCORPORATE ON YOUR PLATFORM?
- ARE YOU USING THE SAME 2-3 FONTS ON YOUR REELS AND FEED POST?
- ARE YOU USING A PRESET OR CONSISTENT EDITS FOR YOUR CONTENT TO CREATE A PROFESSIONAL LOOK FOR YOUR FEED?
- HAVE YOU IDENTIFIED YOUR CONTENT PILLARS?

CONTENT

- DO YOU USE A SCHEDULING PLATFORM? EX. LATER, PLANOLY, TAILWIND
- DO YOUR POST LOOK CLEAR AND PROFESSIONAL? NO BLURRY PHOTOS.
- ARE YOUR CAPTIONS RELATIVE TO YOUR NICHE?
- DID YOU ADD A LOCATION TO YOUR POST?
- DO YOU USE RELATIVE HASHTAGS IN YOUR POST?
- DO HAVE A MINDFUL POSTING STRATEGY?
- ARE YOU CREATING A BALANCED VARIETY OF CONTENT? EX. STATIC, CAROUSEL, REELS, AND STORY POST?



HIGHLIGHTS

- DO YOU HAVE INSTAGRAM'S AUTO-ARCHIVING FEATURE ON?
- DO YOU USE HIGHLIGHTS TO SHOWCASE YOUR NICHE, OFFERS, AND SERVICES?
- DO YOUR HIGHLIGHT COVERS MATCH YOUR BRAND?
- DO YOU HAVE 5 HIGHLIGHTS AND ARE THEY SHOWN IN ORDER WITH YOUR MOST IMPORTANT HIGHLIGHT LISTED FIRST?
- HAVE YOU UPDATED YOUR HIGHLIGHTS WITH ACCURATE INFORMATION AND DOES THE INFORMATION SAVED IN YOUR HIGHLIGHT MATCH THE TITLE OF THE HIGHLIGHT?

ENGAGEMENT

- DO YOU SPEND ATLEAST 5-10 MINUTES A DAY ENGAGING WITH YOUR FOLLOWERS?
- ARE YOU RESPONDING TO ALL OF YOUR COMMENTS?
- HAVE YOU RESPONDED TO ALL OF YOUR DIRECT MESSAGES?
- ARE YOU USING INTERACTIVE STICKERS IN YOUR STORY TO CONNECT WITH YOUR FOLLOWERS?

CHECK-LIST



INSTAGRAM ALIGNMENT

INSIGHTS

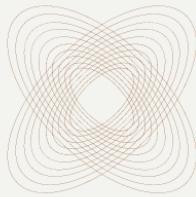


- ARE YOU UTILIZING YOUR INSIGHTS FEATURE AND CHECKING THEM DAILY?
- DO YOU USE INSIGHTS TO LEARN ABOUT OVERALL FOLLOWER TRENDS AND CONTENT PERFORMANCE WITH YOUR AUDIENCE?
- DO YOU USE INSIGHTS TO LEARN ABOUT OVERALL FOLLOWER TRENDS AND CONTENT PERFORMANCE WITH YOUR AUDIENCE?
- ARE YOU TRACKING POST PERFORMANCE AND ENGAGEMENT THROUGH INSIGHTS?
- DO YOU CREATE MONTHLY REPORTS TO KEEP TRACK OF PROGRESS AND CREATE MINDFUL STRATEGIES?

MINDSET

- THE ALGORITHM WILL ALWAYS BE CHANGING. KEEP SHOWING UP FOR YOUR COMMUNITY, BE AUTHENTIC, AND CREATE VALUABLE CONTENT.
- THE GOAL IS NOT TO HAVE A LARGE FOLLOWING OR GO VIRAL. INSTEAD BUILD A COMMUNITY THAT IS SUPPORTIVE, ENGAGING, AND THERE BECAUSE THEY LOVE WHAT YOU SHARE.
- IF THERE IS NO VALUE, THERE IS NO REASON FOR PEOPLE TO STICK AROUND.

THANK YOU!



SERVICES — **OFFERED**

- ★ SOCIAL MEDIA MANAGEMENT
- ★ CONTENT CREATION
- ★ EMAIL MARKETING
- ★ AFFILIATE MARKETING
- ★ USER GENERATED CONTENT



It's time to say good riddance to the overwhelming feelings that social media can stir-up and let me support in breaking barriers to elevate your brands social media presence.

★ **Have Questions?** ★

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