



Clean up your Instagram account!

This short checklist goes through a number of quick fixes that will take your Instagram account from good to great!

PART 1: WHAT'S IN YOUR BIO?

❑ Is my bio super relevant?

You only get 150 characters, make every one of them count!

Leave out that you are a mom, wife, mother, dog-lover and only put in what is really relevant to your brand.

❑ Is it clear what I do?

Clear trumps clever every time.

For example, instead of saying: 'I make pretty things to brighten your world'

Try: 'I'm an illustrator, specializing in pattern, bright colors, and hand lettering.'

❑ Do I have a strong call-to action?

Always, always, always tell people what you want them to do next, and how they can reach you.

With Instagram's new business accounts you can add a contact button right on your profile, but it never hurts to tell people what to do either. You could say 'Download your free _____' and include a link to that specific page or opt-in on your website.

❑ Is my profile pic easy to see, relevant and professional?

People like connecting with real human beings, so help them do that.

The mistakes I see most often are pics that are too far away (especially when cropped into that tiny little Instagram circle on someone's phone), pics with family or friends (this is all about you my dear), using pets or kids, or underexposed / poorly taken photos. If you don't have a professionally-taken portrait at least make sure it has good lighting, a clear background, and is close enough that most of the frame is filled with your face!

NOT-SO-GOOD PROFILE PICS



Too dark



Too far away
Too many people



Not human

GREAT PROFILE PICS



@sojennymedia



@immersephotography



@byjohannafriz

PART 2: A PICTURE IS WORTH 1000 WORDS

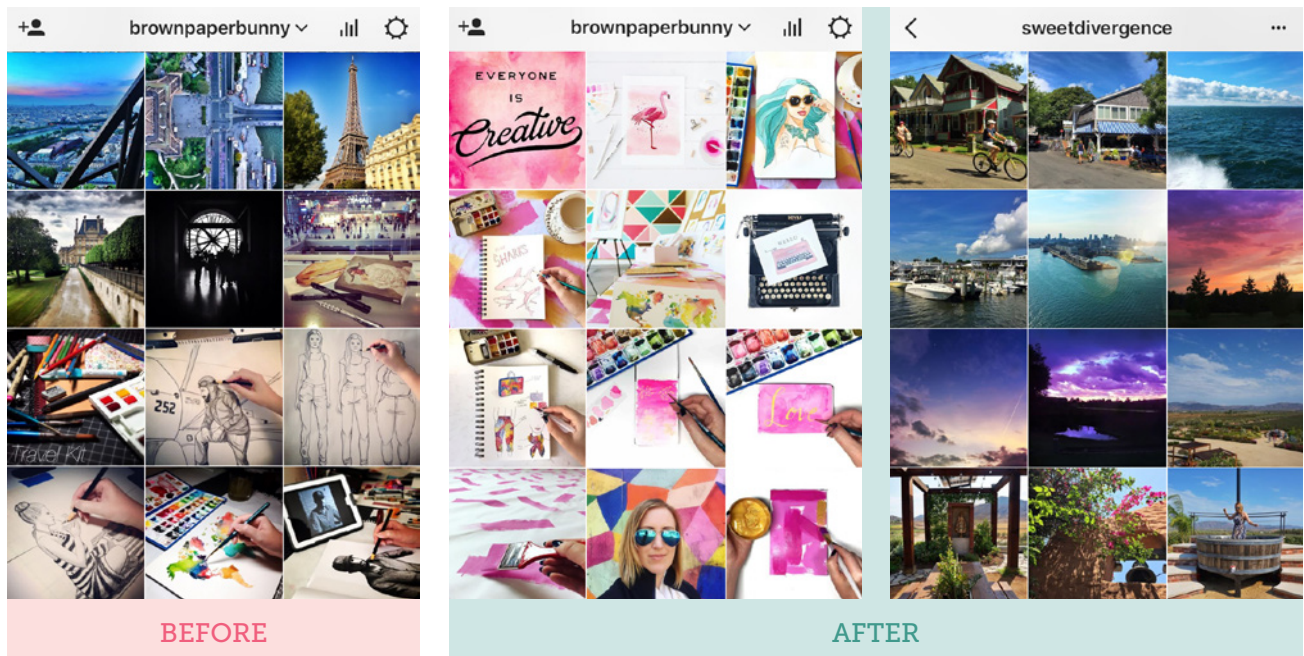
□ Are my pictures relevant to my brand?

The more you can stick to one theme, the more successful you will be in attracting the fans you want.

If you want to post pics of your pets, kids, pretty sunsets or what you had for breakfast, and you don't run a photography business, then it might be best for you to start a separate account where you can post whatever you want and keep your business account clean and clear of personal clutter. Now that Instagram lets you have up to five accounts per device, it's easier than ever.

Now, I'm not saying you shouldn't show your personality in your photos, you absolutely should, but they always need to be on-brand and on-message.

To use myself as an example, I used to have my travel pics and art pics on one account and I was attracting a mixed audience, neither of which were quite the people I wanted. As soon as I split the accounts and kept the content consistent I saw significantly better results.



□ Are my photography skills top-notch?

The quality of your photos communicates a lot about your brand.

How a photo looks is important, even more so on Instagram than any other social channel. You can't afford to use under-lit, poorly cropped, cluttered photos that don't do you product or service justice. This is where you're going to have to be really honest with yourself, compare your photos to brands you admire, and decide if you're a great photographer or not. If the answer is not, there are things you can do:

- 1 — Make a concerted effort to improve. I recommend reading photography blogs such as [Digital Photography School](#) or taking an online course, there are some great ones on [Skillshare](#).
- 2 — Invest in good studio lighting, or time your photo shoots to maximize natural daylight. Lighting is everything!
- 3 — Hire a local photographer to take a batch of photos for you, which you can roll out on Instagram over time.

□ Is my brand clear in my photos?

Your photos should have a similar enough style that if someone saw one in their feed they would know it was yours before looking at the name attached to it.

If you have brand colors, try to use them in your photos. Make sure they are all edited in a similar way — are they all brightly colored, muted tones, or black and white?

Currently my favorite editing apps are:



[Snapseed](#)

Snapseed is a complete and professional photo editor developed by Google.

Includes:

- 24 Tools and Filters, including: Healing, Brush, Structure, HDR, Perspective, etc
- Opens JPG and RAW files
- Use 'stack' to re-adjust edits later
- Selective filter brush
- All styles can be tweaked with fine, precise control



[A Color Story](#)

A Color Story focuses on fresh photos, bright whites, and colors that pop. Rather than forcing you into a moody look, the app has—

- Over 100 carefully crafted filters, including purchases
- Over 40 movable effects, including purchases
- Over 20 free tools, including curves
- Custom filters saved from your editing steps

□ Do my photos look good together?

At a glance, your collection of photos tell a story — make sure that potential customers get the right impression about your brand when they visit your feed for the first time.

Every social media channel has its own nuances and should be treated differently. Twitter is like the water-cooler at the office, Facebook is like the break room, and Instagram is the fancy magazine in reception.

You should treat your Instagram feed like a curated magazine. There are a lot of great tools that can help you plan how each photo will look in the grid of 6–9 photos people will see when they first visit your account, my favorite is [Planoly](#).

WANT TO KNOW MORE?

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