



Checklist 9 - Limiting And Maintaining The Instagram Posts Of Your Brand

Project Name: _____

Date: _____

Yes No

After the association of Facebook with Instagram, the number of Instagram users has grown to a tremendous amount. These users post daily and the number of posts are too much to be seen by everyone. If you've become successful in creating a brand that has got engagement with a lot of audiences, then you're lucky.

Now, if you want to maintain this traffic of audience, it is time to limit and maintain your Instagram posts so that your customers don't get bored of your too many posts or they don't forget your brand because of no posts in weeks or months. To maintain a good and successful brand, it's essential to follow the below-mentioned steps and apply these on your Instagram posting strategies:

Regular Posting:

- 1 First, you need to understand that having an Instagram business account requires regular posting.
- 2 Post every day and say what you have to say about your brand.
- 3 Regular posts will keep the audience engaged with your brand, and they won't forget about your brand.
- 4 Do not exceed a limited number of posts per day. Make a plan about your number of posts and post them accordingly.

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Have Interaction With Audience:

- 5 One of the unique features of Instagram is that it allows you to interact with your audience.
- 6 Make use of comments and direct messages to interact with your audience.
- 7 Know their interests and make improvements by using the feedback given by them.
- 8 Maintain an ideal number of Instagram posts that will showcase your product.

Invest In High-Quality Photos:

- 9 Avoid using old photos for your Instagram feed.
- 10 Allow your team members to take over your Instagram account by giving them access to the password.
- 11 This way, they'll post any memorable thing happening in your company while you're not there or are unable to capture the moment.

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- 12 By doing so, such high-quality images will help your followers know a lot more about your company's inside happenings and will create a personal relationship for them.

Use Video Features:

- 13 Using video features is very helpful for maintaining your Instagram posts because by adding a short video, you'll avoid the need to post 2-3 pictures at the spot to make the whole process clear for your audience.

- 14 Capture product details or add tutorials in the video and post it with the hashtag of your brand.

- 15 In the 60 seconds video post on your Instagram account, provide all the information required for your audience to understand your product qualities.

Using the Preview App:

- 16 The preview app is very useful for getting a rough idea about your Instagram feed structure.

- 17 Organize your feed and rearrange your posts by using this app, and this way, you'll maintain your Instagram posts effectively.

- 18 Choose an ideal layout for your Instagram feed that will engage the audience. It can be squares, tiles, or puzzle feeds.

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