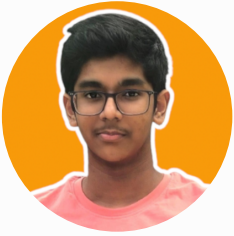


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# INSTAGRAM GROWTH CHECKLIST

## PROFILE OPTIMIZATION

- Clear, well-cropped picture. (Logo without text if company).
- Keyword in the name.
- Relevant account category.
- First line of bio is focused on people.
- Add a CTA in the last line of the bio.
- Add at least 2 highlights.
- Add an 'About Me/Us' highlight.
- Have consistent colors, wording on your profile and feed.



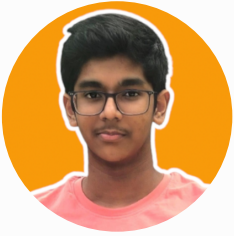
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## CONTENT

- Have carousels on your feed.
- Have singles on your feed.
- Have video content on your feed.
- Have at least 1 guide.
- Have at least 1 IGTV video.

## DAILY TO-DOS

- Engage with large accounts.
- Engage on your home feed.
- Post 3+ stories.
- Reply to comments.
- Reply to DMs.
- Reply to others' stories.



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## WEEKLY TO-DOS

- Do 1 collaboration/guest post.
- Do a story Question & Answer session.
- Batch create content for the week.
- Repurpose to other platforms.
- Analyze weekly performance (insights).
- Remind yourself of your end goal.

## MONTHLY TO-DOS

- Do at least 2 IG lives.
- Go through your highlights.
- Refresh your hashtags.
- Analyze monthly performance (insights).
- Take a day off.