

# Instagram Best Practice: Task Sheet

## Overview

In order to help you apply the learnings from the “Instagram Best Practice” training course in a more practical sense, please find below a suggested task you can do after watching this course. This is designed to help you implement what you’ve learned.

## Profile Optimisation

**Task:** Optimise your Instagram profile to maximise its performance. Follow the checklist below:

- Change your account to a professional account
- Set up a profile picture that is the same across other socials
- Add bio + trackable link in bio
- Add branded story highlights
- Connect to Meta Business Manager

## Content Strategy

**Task:** Develop your content strategy. You can do it on a piece of paper, a Word document or a spreadsheet. When planning, take into consideration all of the key points below:

- Artist brand: personality, music, visuals
- Aesthetic
- Tone of voice
- Content pillars
- Posting frequency
- Engagement strategies

Write down post ideas for all the different formats: Feed Posts, Reels, longer video posts, and Stories according to your branding. We recommend planning content for at least 2 weeks in advance.