



# Checklist

time to make sure your  
instagram content is as  
captivating as your brand.

*A quick guide to ensure that you have covered all your bases when posting your content.*



# Hello I'm Kerry!

**Thank you for** taking the first steps to being an eco-conscious business! I really appreciate you reading my blog and downloading this awesome free instagram content checklist! My hope is that you'll be able to start seeing a difference with the way you post, and get a positive result due to more purposeful content. There are many different ways to post to instagram or any social media account. But this checklist works for me (and you to I hope!), to remind myself why I am posting and who it is for!

## **So let's start together.**

Take your time and read through this checklist. Marketing especially on social media shouldn't drain your soul. It should be fun and another purpose driven creative outlet. So find what works for you and your business. This checklist is the key things to remember and can be adapted to any business or brand.

If all this seems a little overwhelming I can help!  
Jump to the last page of this doc to find out how!

As your fellow human. YOU GOT THIS!

*Kerry Becker xo*

## Instagram Content Checklist:

### What is your purpose?

- Is your brand voice reflected in your content? Are you posting purposeful content that solves a pain point? Who are you addressing? And why are you doing it? This help you discover what you want to post and to whom.

### Have you decided on an overarching theme?

- To make your audience notice you still need aesthetically pleasing content. And a consistent feed helps with that. Get yourself a template, pick your own filter, or create imagery that complement each other.

### Have you picked your core topics?

- Having multiple topics that you post about gives your feed some originality and purpose. It is another way to humanise your brand to your followers and shows the multiple facets of your business.

### Uncover your pain points.

- Each post is about a pain point you are solving. Write down all the pain points your followers have and how you can solve them. Pick one and start a post on it.

### Pick a post style.

- Is your post: a how to guide, testimonials, case study, review, offer, product, conversation, quote? Pick a style to curate your copy with.

### Create a show stopping headline.

- Now that your image has done the work of stopping your audience. Keep them on you with a captivating headline. It can be:  
**Informative** - 'how to write a captivating Green Story'  
**Provocative** - 'This Green Solution saved my happiness'  
**Questioning** - 'Are you approaching sustainability wrong?'  
**Reasoning** - '5 reasons you'll love being sustainable'  
**Personal** - 'I hate stereotypes'

### Captivate your audience with your copy.

- Why are they reading your caption? This is where you can build up your caption by raising your audiences interest with a question, pique their interest, provoke an emotional response, make them feel something, or tell them what they'll learn by reading on.

### **Woo them with your wily words.**

- They've had a taste of your headline and are intrigued to read on well done! So what are you telling them in the middle? Are you educating them, entertaining, explaining or empowering?

#### **PRO TIP:**

- Spell check
- Keep it short, snappy and snazzy
- Always write with your brand voice and keep it natural
- Employ vivid descriptive words using senses of sight, smell, heard, felt and tasted
- No other ideas? Everyone loves a good rhyme

### **Tell them what to do.**

- Now that they have got to the end of your post what should they do? Wrap it up and tell them to:
  - Visit your website
  - Leave a comment
  - Read an article/blog
  - Answer a question
  - Complete a quiz
  - Share or repost your post
  - Tag you in their posts
  - Buy a product
  - Tag a friend
  - Whatever else your brand needs!

A woman with dark hair and glasses is looking at a laptop screen. The background is a soft, light blue gradient. The text is overlaid on the left side of the image.

## Still needing a little more help?

Let's start this transformation! Visit and drop me a note at [hello@abeckercreation.com](mailto:hello@abeckercreation.com) or on [my website](#) to start making a positive impact!

I offer 1:1 sessions or you can have me for a day to smash out your legendary website design!

It's easy as pie once we know each other!

*Kerry Becker xo*