

# INSTAGRAM PLANNER



4 WORDS THAT DESCRIBE MY AUDIENCE: \_\_\_\_\_

**WHY DO THEY FOLLOW ME?** \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

*My Standout Profile Picture Plan...* \_\_\_\_\_

**MY BIO:** \_\_\_\_\_  
 (150 characters)

*Sequence of Posts...* →

What order will my feed follow?

For Example:  
 Flatlay, Product Shot, Quote, Selfie, Video,  
 Blog Post, Giveaway, Landscape Shot, Shelfie,  
 Behind the Scenes, Question, Fun Fact, Shout Out

*Overall Appearance / Themes:*  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_


*What time to post?*

MON	TUES	WED	THURS	FRI	SAT	SUN
AM	AM	AM	AM	AM	AM	AM
PM	PM	PM	PM	PM	PM	PM

**HASHTAG GAME: #**  
 \_\_\_\_\_  
 \_\_\_\_\_

Instagram Stories Plan...  
 \_\_\_\_\_  
 \_\_\_\_\_

Notes \_\_\_\_\_  
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