

Your Instagram Content Planner

Get a handle on your Instagram - know what to post and when!

This Planner will...

- ★ Stop you faffing around posting random content because you feel you don't know what to post.
- ★ Stop you thinking you don't have time to post it - or forgetting to post it.
- ★ Will allow you to become super confident in knowing exactly what are posting and when.
- ★ Save you time each week which can now be used for something else.
- ★ Give you more brain space as you no longer need to worry about your Instagram feed.

Your Images

Think of at least 5 different types of images that reflect 5 elements to your brand.

The reason for 5 is so that any two of the same type of image will never be next to each other or on top of each other. Examples could be you in the office/studio, you out and about, an image of your product, a selfie, a flat lay (a birds eye view of your desk, table etc), but also think about how they convey your brand personality/ values/ mission.

1

2

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5

Your Braindump

Think of between 15 and 30 different ideas for content. Just write down anything that comes to mind - we will sort them out in a bit!

Tip - think about your 5 brand elements (as above) and what you can say about each.

Your Content

Now categorise your content ideas into your 5 brand/image themes. You should aim for between 4-6 ideas for each theme.
(depending on how many days a month you want to post - if you want to post more than once a day go for it!!)

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Time To Plan!

Now on the calendar write the numbers of the image types on the days of the week you want to post, from 1-5 in order starting from 1 and repeat once you get to 5 - now choose a topic from your content ideas on the previous page and pair it with the image type number on the day you want to post it.

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday

Now Time to Write and Schedule

No time like the present - so now you know what topic your post will be on, what image you are using and what day is it going out, you might as well finish the job off and write all the posts when they are still in your mind!

To make things even more simple, why not use a social media scheduling tool like Later.com and gather your images and copy together right now for each post and schedule them in on the day and time you want to send them in.

Don't want to use a scheduler, then write all your posts down in your phone and copy/paste them when you want to post.

Job Done... Until Next
Month!

