

Instagram Audit Checklist

Fill out this checklist and use it to track the channel performance, community engagement, and more.

Basic Details

Company Name: _____

Date of Audit: _____

Social Media Manager: _____

Instagram Handle: _____

Step 1: Define Your Instagram Goals and KPIs

1. Have you defined specific Instagram goals for your account? Yes No
2. Are your goals SMART (Specific, Measurable, Achievable, Relevant, Time-bound)? Yes No
3. Have you established KPIs to measure progress towards these goals? Yes No
4. Have you identified and documented goals such as increasing brand awareness, driving website traffic, generating leads, or boosting sales? Yes No
5. Have you set benchmarks for current metrics to track growth over time? Yes No

Step 2: Check Your Branding, Aesthetics, and Tone

1. Is your profile picture high-quality and aligned with your brand? Yes No
2. Does your username accurately represent your brand? Yes No
3. Does your bio clearly state who you are and what your profile is about? Yes No
4. Have you included keywords, hashtags, and a call-to-action (CTA) in your bio? Yes No
5. Are your feed posts visually consistent (colors, fonts, filters)? Yes No
6. Does the tone of your captions reflect your brand's voice? Yes No

Step 3: Analyze Content Quality and Relevance

1. Are your Instagram posts of high quality and relevant to your target audience? Yes No
2. Are your posts optimized for Instagram (correct image sizes, clear visuals,)? Yes No
3. Are you using the correct dimensions for your Reels and stories? Yes No

Step 4: Check for Content Mix

1. Are your feed posts diverse (education, entertainment, promotion, sales)? Yes No
2. Are you using different content formats (Stories, carousels, Reels, Live, Guides)? Yes No
3. If you're a business, are you using product shots, behind-the-scenes footage, or user-generated content? Yes No

Step 5: Establish Instagram Benchmark

1. Have you identified and reviewed the performance of your direct competitors? Yes No
2. Have you gathered historical data using Instagram Insights? Yes No
3. Have you researched industry-specific benchmarks? Yes No

Step 6: Review Your Instagram Engagement

1. Are your posts receiving comments, shares, and saves? Yes No
2. Are you receiving user-generated content (UGC) tags? Yes No
3. Are you replying to customer DMs and comments promptly? Yes No

Step 7: Check for Fake Followers

1. Have you identified and removed fake followers or bots? Yes No
2. Are you regularly cleaning your follower list to maintain authentic engagement? Yes No

Step 8: Assess the Best Performing Content

1. Have you identified your top-performing posts based on likes, comments, shares, and saves? Yes No
2. Have you analyzed the content format and themes of top-performing posts? Yes No
3. Have you reviewed the tone, length, and call-to-action in the captions of top posts? Yes No
4. Have you identified the best hashtags for your top posts? Yes No

Step 9: Examine Your Posting Frequency

1. Are you maintaining a consistent posting schedule? Yes No
2. Have you identified the best times to post based on audience activity? Yes No
3. Are you experimenting with different posting frequencies to optimize engagement? Yes No