



# YOUR WORKBOOK

THE ART OF FINDING YOUR TRIBE,  
GROWING AND COLLABORATING  
MASTERCLASS II

MAKE YOUR BRAND  
KNOWN ON INSTAGRAM

LISTEN . FEEL . KNOW

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# TONE OF VOICE IN CAPTIONS

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WHAT IS YOUR DESIRED TONE OF VOICE IN YOUR CAPTIONS?

## HASHTAG RESEARCH

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**Search tags that describe your business**  
(ex. Graphic design, web design)

**Search tags used by your competitors**

**Search tags that describe your audience needs**  
(ex. rebranding, brand styling)

**See also suggested tags from Instagram related to your search**

TONE OF VOICE IN CAPTIONS



# INSTAGRAM CHECKLIST

## DAILY

- ☐ Post once a day (Stories / Posts)
- ☐ Spend 15 minutes to engage with your following
- ☐ Spend 20 minutes liking / commenting new accounts
- ☐ Actively engage with at least 3 accounts each day
- ☐ Instastory that captures your attention

## MONTHLY

- ☐ Schedule a day to plan social media
- ☐ Write Captions
- ☐ Curate Photos or Search for Photos
- ☐ Create daily themes
- ☐ Schedule your post through Planoly

## TYPE OF CONTENT

- ☐ Posts
- ☐ Stories
- ☐ Live Stories
- ☐ IGTV
- ☐ Reposts

## ENGAGEMENT

- ☐ Live Stories
- ☐ Polls
- ☐ Questions
- ☐ Quizzes
- ☐ Other

## CONTENT GRID

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INSPIRATION	BEHIND THE SCENES	PROMOTION
REPOST	YOUR STORY	LIFESTYLE
TIPS	HAPPENINGS IN THE WORLD	THINGS THEY LOVE

## CHOOSE CATEGORIES

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