

INSTAGRAM AUDIT CHECKLIST

Use this checklist to evaluate how strong and optimized your Instagram presence currently is.

PROFILE & FIRST IMPRESSION

- Is my bio clear about what my business offers?
 - Can someone understand my brand in 5 seconds?
 - Do I have a strong value proposition?
 - Do I have a clear call-to-action (Book, Order, Visit, DM)?
 - Is my profile photo high-quality and recognizable?
 - Is my link in bio updated and relevant?
 - Are my story highlights organized and labeled clearly?
 - Are my profile name and username easy to search for?
 - Are my contact details visible (if needed)?
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CONTENT QUALITY & CONSISTENCY

- Am I posting consistently each week?
 - Does my feed look visually cohesive (colors, style, branding)?
 - Are my captions clear, concise, and easy to read?
 - Do I start captions with a strong opening line or hook?
 - Am I using a mix of content formats (Reels, carousels, images)?
 - Are my posts aligned with my content pillars or business goals?
 - Do my images and videos look high-quality and professional?
 - Are my captions adding value or information to the audience?
 - Do I include captions or text overlays for accessibility?
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ENGAGEMENT & COMMUNITY

- Do I respond to comments and direct messages promptly?
- Do my posts receive meaningful engagement (likes, saves, shares)?
- Do I use interactive story features (polls, Q&A, sliders)?
- Do I encourage my audience to take action in posts?
- Do I collaborate with other accounts or feature user-generated content?

- Do I engage with my followers' content (like/comment/respond)?
 - Do I maintain a consistent tone and voice in all interactions?
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PERFORMANCE & GROWTH

- Am I reviewing my Instagram insights regularly?
 - Do I know which posts perform best and why?
 - Am I gaining followers consistently?
 - Am I using relevant and targeted hashtags?
 - Are my posts optimized for reach (posting times, trends, formats)?
 - Do I experiment with new content formats (Reels, Guides, Live)?
 - Do I track website clicks, inquiries, or leads from Instagram?
 - Do I have clear goals for follower growth, engagement, and conversions?
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BRANDING & MESSAGING

- Is my brand voice consistent across posts, captions, and stories?
 - Do my visuals reflect my brand identity (colors, logo, style)?
 - Are my products/services presented clearly in posts?
 - Do I tell a story about my brand or business regularly?
 - Are my captions and stories adding value, tips, or insights?
 - Is my messaging aligned with my target audience?
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FINAL SCORE

40+ checks → Strong foundation, keep growing strategically

30–39 checks → Good, but some areas need attention

Below 30 → Strategic improvements needed for stronger performance

Next Step: If you would like a detailed review with tailored recommendations for your business, book a mini audit with Springing Studio.

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We'll help you uncover what's working, what's not, and how to grow your Instagram strategically.

SPRINGING STUDIO
where your brand begins to bloom.