

# INSTAGRAM 30-DAY KICK-OFF PLAN

## A FEW QUICK TIPS

- Captions and hashtags are just as important as the image!
- Research and incorporate relevant hashtags. Use [Later.com](https://www.later.com) (or other app) to schedule posts.
- Track engagement before and after kick-off.
- Engage with other Instagram accounts relevant to your business.
- Use [Canva.com](https://www.canva.com) (or similar app) to create a consistent look and feel to your business posts.

DAY 1 POST INSPIRATIONAL QUOTE OR PHOTO	DAY 2 POST SOMETHING EDUCATIONAL	DAY 3 POST WITH A POPULAR HASHTAG RELATED TO YOUR BUSINESS	DAY 4 PROMOTE A PRODUCT OR SERVICE	DAY 5 SHARE A MEME THAT REFLECTS YOUR BRAND
DAY 6 ASK FOLLOWERS A QUESTION	DAY 7 SHARE CUSTOMER TESTIMONIAL	DAY 8 POST INSPIRATIONAL QUOTE	DAY 9 SHARE RELEVANT POST (WITH PERMISSION)	DAY 10 ASK A FILL-IN-THE-BLANK QUESTION
DAY 11 POST A PHOTO OF YOURSELF	DAY 12 POST BENEFIT(S) OF COMPANY OR PRODUCT	DAY 13 PROMOTE A PRODUCT OR SERVICE	DAY 14 THROWBACK: REPOST A POST THAT HAD STRONG ENGAGEMENT	DAY 15 TELL AN IN-DEPTH STORY WITH YOUR PHOTO
DAY 16 SHOW SOMETHING BEHIND THE SCENES	DAY 17 PROMOTE A PRODUCT OR SERVICE	DAY 18 SHARE CUSTOMER TESTIMONIAL	DAY 19 POST INSPIRATIONAL QUOTE	DAY 20 SHARE (REPOST) SOMEONE'S RELEVANT CONTENT (WITH PERMISSION)
DAY 21 POST INSPIRATIONAL QUOTE OR PHOTO	DAY 22 SHARE STATS OR INFORMATION ABOUT YOUR INDUSTRY	DAY 23 ASK A FILL IN THE BLANK QUESTION	DAY 24 POST INSPIRATIONAL QUOTE OR PHOTO	DAY 25 POST SOMETHING EDUCATIONAL
DAY 26 FLATLAY PHOTO OF WHAT'S IN YOUR BAG OR OFFICE	DAY 27 PROMOTE A PRODUCT OR SERVICE	DAY 28 POST A VIDEO OR SLIDESHOW	DAY 29 POST SOMETHING EDUCATIONAL	DAY 30 POST WITH A POPULAR HASHTAG RELATED TO YOUR BUSINESS