

3 Tips to Start Being Intentional with Instagram

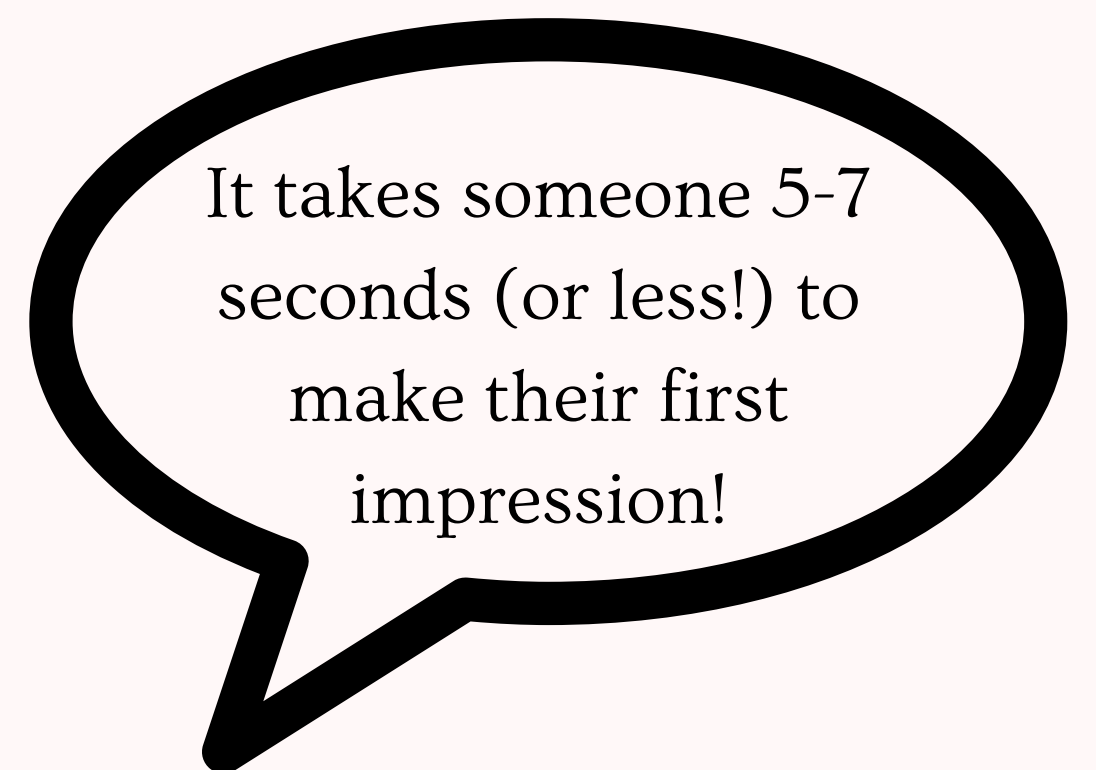
& to begin your journey to working with brands!

1

Content (posts, stories): Clear & to the point!

Ask yourselves these questions:

- Is it clear what my passions are?
- Does my content (photos/graphics) represent myself (my brand) well?
- Is my feed appealing?



2

Captions

A cliché one-liner caption here and there is great, however, a longer, well thought-out caption is the real bread and butter! Your goal is to be relatable & establish trust with your audience!

3

Engagement, Engagement, Engagement!!!!

While, yes, you want people/brands to find your account, it doesn't come without giving back! Find related accounts, accounts that inspire you, brands who you'd like to work with and engage (like, comment, save, share) their posts!