

First 1,000 Followers Checklist

Purpose: a tick-box route from a new Instagram account to your first 1,000 real followers.

1. Set up (Week 1)

- ☐ Public account, switched to Business or Creator.
- ☐ Profile photo clear at thumbnail size.
- ☐ Name field includes your keyword. Format: "Name | What you do, Place".
- ☐ Bio says who you help, what they get, and what to do next.
- ☐ One useful link.
- ☐ One-sentence target follower written down: "I want to be followed by ___ who ___."
- ☐ Three content themes chosen: _____ / _____ / _____
- ☐ 9 posts published so the grid is not empty (3 per theme).
- ☐ Three best posts pinned.
- ☐ Three Highlights created (Start here, What we do, Results or reviews).

2. Every post

- ☐ First line says clearly what the post is about (a keyword people would search for).
- ☐ Hook in the first second of a Reel, or a benefit on the first carousel slide.
- ☐ On-screen text and captions on video.
- ☐ One clear action: save, share, comment or follow.
- ☐ 3 to 5 relevant hashtags, plus location if you serve a local area.
- ☐ Alt text added.
- ☐ Posted when your Insights show followers are active.

3. Weekly rhythm

- ☐ 2 Reels
- ☐ 1 carousel worth saving
- ☐ 3 or more Story days
- ☐ 1 post that answers a customer question
- ☐ 1 post featuring a person (you, team or customer)

4. Daily 15-minute habit

- ☐ Reply to all comments and DMs.
- ☐ 5 thoughtful comments on relevant accounts (add something, not just an emoji).
- ☐ 1 Story with a sticker (poll, question or quiz).
- ☐ Thank new followers who look like real people, with a short personal message.

5. Collaboration targets (aim for 1 per month)

- ☐ List 10 local or complementary accounts: _____
- ☐ Message 3 per month with a specific idea.
- ☐ Use the Collab feature on posts.
- ☐ Ask 3 happy customers to be featured.
- ☐ Add your handle to your email signature, website, packaging, receipts and shop sign.

6. Milestone tracker

Tick as you go and note the date and what you did in the week before.

- ☐ 50 followers Date: ____
- ☐ 100 followers Date: ____
- ☐ 250 followers Date: ____
- ☐ 500 followers Date: ____
- ☐ 750 followers Date: ____
- ☐ 1,000 followers Date: ____

7. Monthly review (10 minutes)

- Followers gained: ____
- Best post (most saves and shares): ____
- Why it worked: ____
- Next month, do more of: ____
- Stop doing: ____

Things to avoid

- Buying followers, likes or comments.
- Follow-unfollow routines and comment bots.
- Sharing your password with any growth service.
- Engagement pods that swap likes with strangers.

Want a hand putting this into practice?

Delivered Social is a social media, SEO and web agency based in Guildford and Portsmouth. Say hello at deliveredsocial.com/contact/ and we will point you in the right direction.