

Instagram Growth Planner

Purpose: set up your profile, plan four weeks of posts and review what works, so your Instagram followers are real people who care.

Part 1: Profile checklist (do once, 30 minutes)

- ☐ Profile photo is clear at thumbnail size (logo or face).
- ☐ Name field includes a keyword people search for. Example: "Sarah Lee | Guildford Physio".
- ☐ Bio (150 characters) answers: who do you help, how, and what should they do next?
- ☐ Link goes to one useful page (booking, shop or a link page), not just your homepage.
- ☐ Category and contact buttons set up (Business or Creator account).
- ☐ 3 Highlights: Start here, Services or products, Reviews or results.
- ☐ 3 posts pinned: your best explainer, your best proof, your best offer.
- ☐ Remove old, off-brand or low-quality posts that confuse the message.

Part 2: Choose your content pillars

Pick three. Each should answer a question your customer already has.

1. Teach: tips, how-tos, myths.
2. Show: behind the scenes, process, results.
3. Connect: team, customer stories, local news.

Write your three here: _____ / _____ / _____

Part 3: Four-week posting schedule

Aim for 3 feed posts or Reels per week plus daily Stories where you can.

Week 1: Foundation

- Mon: Reel, "Who we help and how" (Teach)
- Wed: Carousel, "5 mistakes people make with [topic]" (Teach)
- Fri: Photo or Reel, behind the scenes (Show)

Week 2: Proof

- Mon: Carousel, a customer problem and how you solved it (Show)
- Wed: Reel, answer a question from a recent DM (Teach)
- Fri: Post introducing a team member (Connect)

Week 3: Value

- Mon: Reel, 30-second quick tip (Teach)
- Wed: Carousel, checklist people can save (Teach)
- Fri: Collab post with a local partner (Connect)

Week 4: Action

- Mon: Reel, common objections and your answer (Teach)

- Wed: Carousel, before and after or case study (Show)
- Fri: Post with a clear offer or call to action (Show)

Part 4: Daily 15-minute engagement routine

- ☐ Reply to every comment and DM from your own posts.
- ☐ Leave 5 thoughtful comments (more than an emoji) on posts from local accounts, customers or collaborators.
- ☐ Check 3 accounts in your niche for ideas, not to copy.
- ☐ Add a poll, question sticker or quiz to one Story.

Part 5: 20 caption openers

1. "Most people get this wrong about..."
2. "Here is what nobody tells you about..."
3. "If you only do one thing this week..."
4. "A customer asked me this yesterday:"
5. "3 signs it is time to..."
6. "Save this for later:"
7. "We tried [X] so you do not have to."
8. "The honest cost of..."
9. "Before you book/buy, check this."
10. "Quick question for [audience]:"
11. "The best bit of advice we got:"
12. "Stop doing this if you want [result]."
13. "What [price] gets you."
14. "A day in the life of..."
15. "Myth: [belief]. Truth: [fact]."
16. "Here is how we do it, step by step."
17. "Looking for [type of person] in [town]?"
18. "New this month:"
19. "We got this wrong, and here is what we learned."
20. "Tell me in the comments: [simple question]."

Part 6: Monthly review sheet

Record on the 1st of each month (Insights > Overview).

- Followers at start / end: ____ / ____
- Accounts reached: ____
- Average likes per post: ____
- Average saves per post: ____
- Average shares per post: ____
- Profile visits: ____
- Link clicks: ____
- Enquiries or sales mentioning Instagram: ____

- Best post and why: ____
- Worst post and why: ____
- One thing to do more of next month: ____
- One thing to stop: ____

Engagement rate = (likes + comments + saves + shares) / followers x 100. Track your own trend month to month.

Rules to keep your account safe

- Never buy followers, likes or comments, and never use services that ask for your password.
- Use two-factor authentication.
- Check "Apps and websites" in your settings every quarter and remove anything you do not recognise.

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.