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NINE ELEMENTS OF INSTAGRAM WORKSHEET

Put a tick in the box as we go through the training if you want to include that element in your Instagram feed.

<p>1. <i>My cool photo</i></p>	<input type="checkbox"/>	<p>Your own photos of places or things from 'The Perfect Picture' lesson.</p>
<p>2. <i>Product shot</i></p>	<input type="checkbox"/>	<p>Are you a business that has/will be having product shots in your feed?</p>
<p>3. <i>Pictures of me</i></p>	<input type="checkbox"/>	<p>Pictures of you will help your followers feel connected to your brand. They will get to know you as a friend.</p>
<p>4. <i>Pictures of my clients</i></p>	<input type="checkbox"/>	<ul style="list-style-type: none"> • Do your customers send in pictures of themselves using your product, or are you a makeup artist or a personal trainer that takes pictures of their clients regularly? • If you have a business that uses photos of your customers, put a tick. <p>NOTE: Use a crop, lighten, and filter system that makes all your photos tie together. (Edit & Go Worksheet)</p>

soul to soul

business & marketing

<p>5. <i>Unique branded quote</i></p>	<input type="checkbox"/>	<ul style="list-style-type: none">• This is a quote that you have created on your own in Canva.• Quotes are visual and instantly create emotion.• They can really make a positive impact on your followers.• They are a great way to keep design uncluttered and gorgeous.
<p>6. <i>Illustration</i></p>	<input type="checkbox"/>	<ul style="list-style-type: none">• Illustrations can add something different to your Instagram account.• It's not for everyone, though.
<p>7. <i>Beautiful found image</i></p>	<input type="checkbox"/>	<ul style="list-style-type: none">• 'Found imagery' is the amazing imagery that you find on image sites.• If not royalty free, you must credit the source of the image.• 'Found imagery' helps to give your feed the emotions that you want to express.
<p>8. <i>Found quote</i></p>	<input type="checkbox"/>	<ul style="list-style-type: none">• Found quotes are the quotes that you found from somewhere. For example, made on Pinterest.• Remember to credit them properly.• You can use them sparingly.
<p>9. <i>Video</i></p>	<input type="checkbox"/>	<ul style="list-style-type: none">• Less than 60 seconds on your feed.• 15 seconds in stories.• 90 seconds for reels.• 4 hours for Instagram live.

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