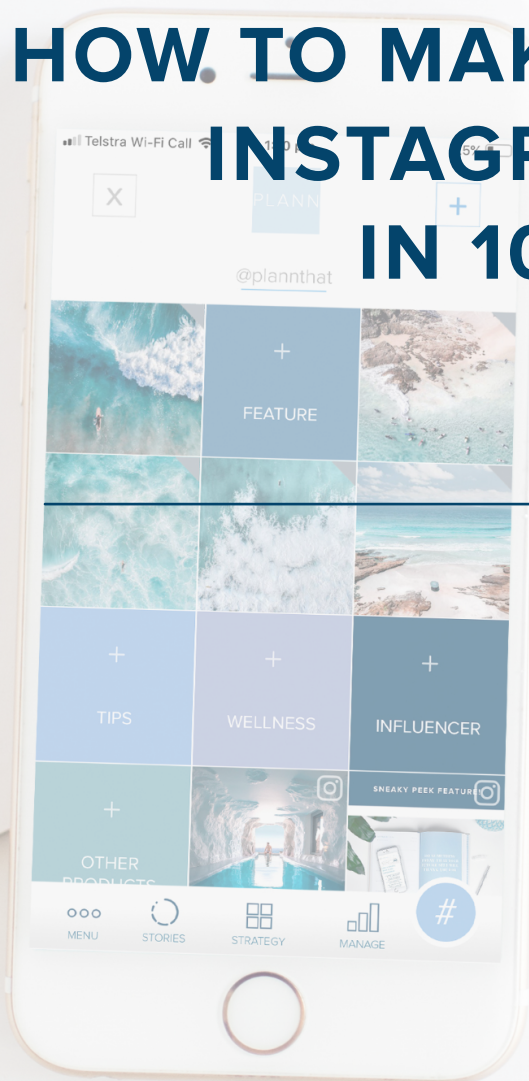


PLANN

# HOW TO MAKE OVER YOUR INSTAGRAM FEED IN 10 DAYS



## TIME FOR A MAKEOVER?

From opening up a blank page in a new diary to reorganising your pantry, there's nothing quite as invigorating and satisfying as a fresh start. It just gives you a new lease on life! This applies to your Instagram account, too.

Maybe when you first started up your account, you were excited about it. It felt all shiny, new and full of promise, and you did a little, internal fist pump every time you got a new follower — because that meant they were about to see all your awesome content!

—  
But now, you're just a bit 'meh' about your feed. It feels like a punish every time to have to find a pic and write a caption to go with it — and don't even get you **STARTED** on hashtags, right!? Maybe, your Instagram growth has plateaued, too. Because, here's the thing: If you're not excited about your content, chances are your followers aren't either.

If this sounds familiar, you may have found yourself in a social media slump. It can happen to the best of us!

The good news is, you don't have to quit the social media game altogether. It's never too late or too early to give your Instagram feed a total makeover. By realigning with your purpose and revising your strategy, you can breathe fresh life into your feed. In doing so, you'll get back to posting content you look forward to creating, and that your followers **LOVE** seeing.



Okay, but where you even start when it comes to redoing your feed? There are so many elements to think about that it can feel a little overwhelming. Thankfully, you don't have to do it all in one day! As anyone who's ever seen a makeover film (see, *The Princess Diaries*, *Mean Girls*, every chick flick ever) will know, the belle of the ball isn't created overnight. It's all about breaking it down into small, structured steps to create the beautiful, bigger picture.

---

## THE 10 DAY TOTAL MAKEOVER CHALLENGE

---

In this 10-day challenge, we've broken down a foolproof, step-by-step process to giving your feed a total makeover. Over the next 10 days, you'll tackle one small task per day that will help you uplevel your grid. Oh, and if you're starting your feed from scratch rather than making over your current one, we've got you sorted, too!. Oh, and don't forget to check out your **Instagram makeover checklist on page 15** and keep it handy throughout the challenge — you're going to need it!



## HERE'S WHAT WE'LL COVER

**Day one:** Uncover your purpose

**Day two:** Look at what's working

**Day three:** Rewrite your bio

**Day four:** Choose your themes

**Day five:** Refine your highlights

**Day six:** Update your profile picture

**Day seven:** Find your aesthetic

**Day eight:** Pick your filters

**Day nine:** Select your bridging photo

**Day ten:** Plann your feed

## DAY ONE — UNCOVER YOUR PURPOSE

---

Okay, so these days, every man, women and their dog is on Instagram (literally!) But, it's still important to ask yourself — why are YOU on Instagram? Are you trying to sell a product? Create a community? Establish yourself as a thought leader? Become an influencer?

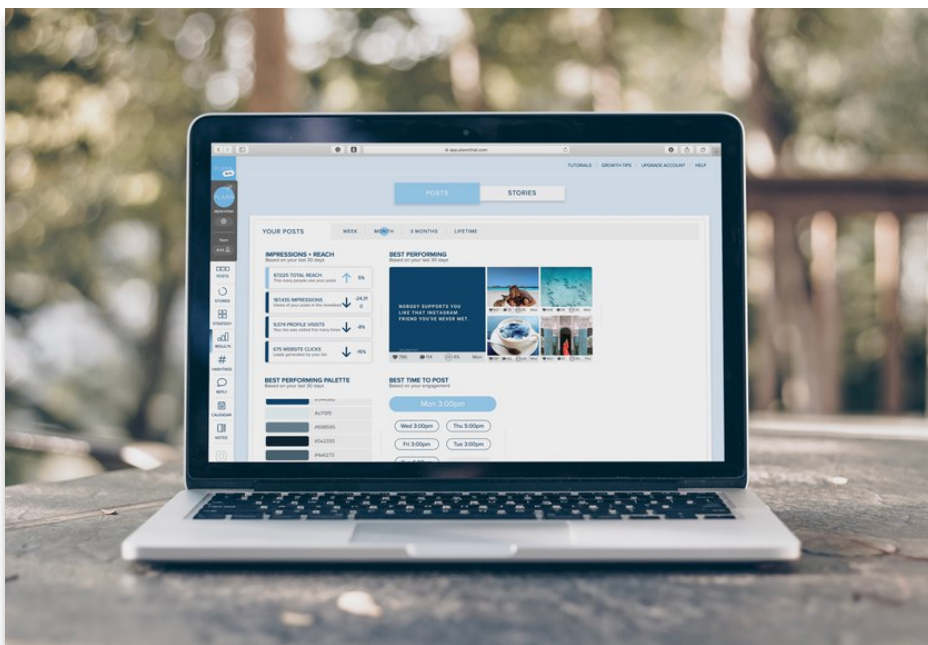
Establishing your objective is key for creating purposeful content. Beyond that, think about what your message is, and who you want to hear it. Maybe you're a plus-size fashion blogger who wants to show other plus-size women that you can look stylish in any clothing size. Or, perhaps you're a backpack company that wants to encourage millennials to travel the world. Getting clear on your positioning from the get-go will help ensure your feed aligns with your brand values and personality.

**Task: Create a mission statement for your Instagram account addressing who you are, what you do and why you do it. It should be a couple of sentences long**

## DAY TWO — LOOK AT WHAT'S WORKING

---

Just because you're revamping your Instagram feed, doesn't necessarily mean you have to completely reinvent the wheel. If there's a certain type of content that's already getting a lot of engagement on your feed, it's a good idea to tie it in with your new strategy. After all, this might be why your audience are following you in the first place. So, if you're an influencer and your audience goes gaga over your food content, you probably won't want to leave them hungry (so to speak!) You might just look at doing slightly less of this kind of content (if you don't enjoy it anymore), to make room for other things.



The best way to figure out what's working for you is to use Plann's analytics feature! This will give you a super handy snapshot of your best-performing content over the last few weeks, months and even years.

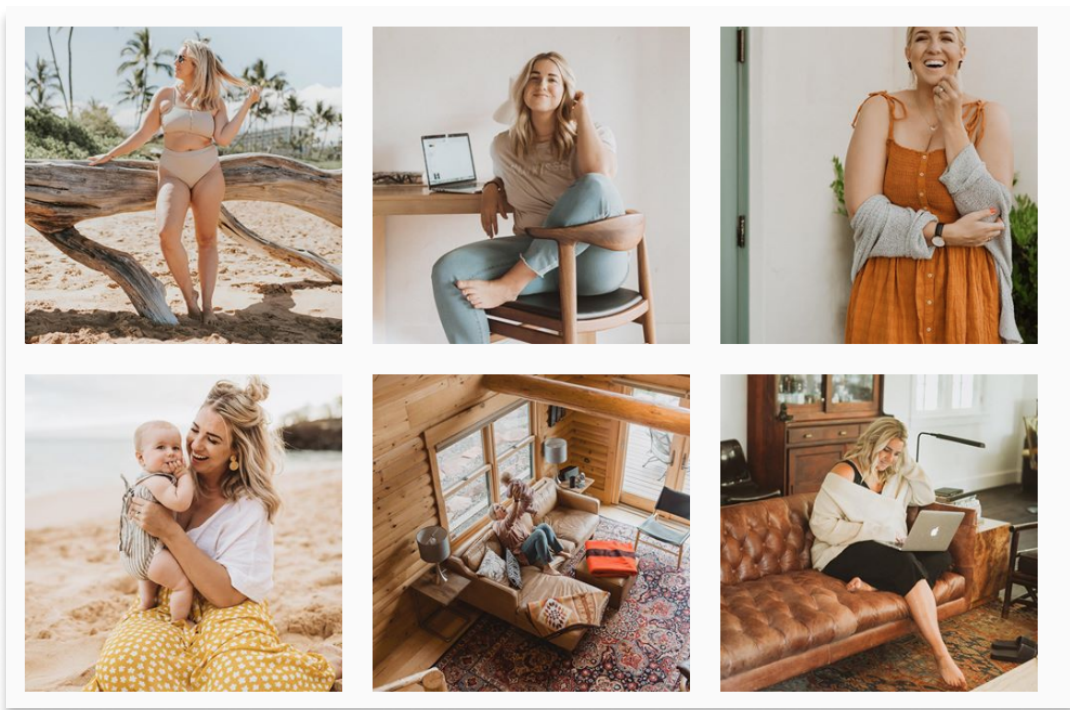
**Task: Head into Plann's analytics section and find your top 10 best-performing posts of all time. Jot down the common themes that pop up in these pics!**

## DAY THREE — PICK YOUR THEMES

---

Now that you've figured out what's currently working for you, you can start to add some new content themes into the mix! One of our favorite influencers (and a Plann user herself!) Jenna Kutcher swears by her 'JK5' method. These are the 5 content themes she alternates between (dogs, weddings, family, teaching and quotes) By alternating between these categories, it ensure that she has a strong mix of content and prevents her feed from being too repetitive.

Not sure what your own content themes should be? Check out our 'strategy' feature! Here, we give you suggestions of seven different content themes to start from. You can also add your own! From here, you can export these straight to your grid so you know exactly what theme you're going to post about, and when.



**Task: Find your own JK5 by jotting down the 5 different content themes you're going to post about on your grid. Then, set these up in Plann's strategy tool!**

## DAY FOUR — REWRITE YOUR BIO

---

While a picture can paint a thousand words, you really only have limited space on your feed to tell your followers what you're all about. So, what you write in your Instagram bio counts! This is the 150-character description above where your feed sits on your profile. When people click over from one of your posts and stories they see in their discover feed, this is where they'll go to find out what your deal is.

A good Instagram bio is essentially like your virtual elevator pitch. It instantly tells your followers who you are, what you do, who you do it for and why you do it. Plus, it should have a call-to-action, such as 'check out my website' or 'email for inquiries' You may also want to consider including some emojis in there, to make your bio more visually interesting to look at. Plus, emojis are just fun!



Don't forget about your 'name' and account type sections, where you can add additional info about your account which will show up when people are searching for accounts.

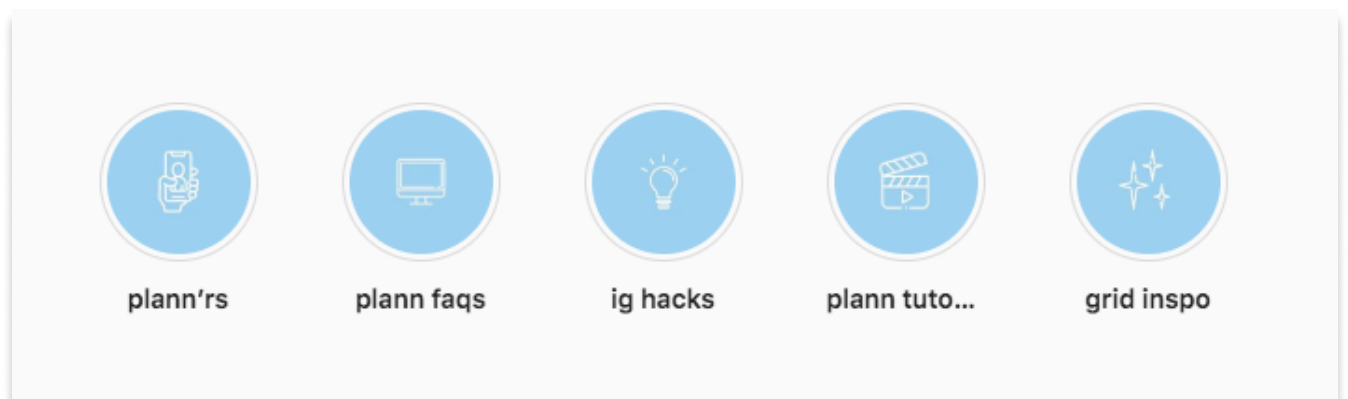
**Task: Use the mission statement from day 1 as your starting point to rewrite your Instagram bio — making it as clear and concise as possible.**

## DAY FIVE — REFINE YOUR HIGHLIGHTS

---

Your ‘highlights’ section is where your feed meets your stories — and they’re a seriously underrated part of your Instagram profile. This is the little bar that sits under your bio and before your feed, showing past Instagram stories you’ve saved. Not only does this mean people can watch your stories after they’ve disappeared, but they’re another powerful tool that tells your followers what your account is all about.

You can — and should — use different themes for these highlight covers, to organise your content. So, say you’re a nutritionist, you might have one highlight for recipes, one for nutrition tips, one for Q + A sessions, one for the BTS of your business, one for your personal life etc. Or, if you’re a travel blogger, you might have a highlight for each destination you’ve visited.



Consider using a tool like Canva to create your own custom highlights cover images with icons, to add to the overall aesthetic of your grid.

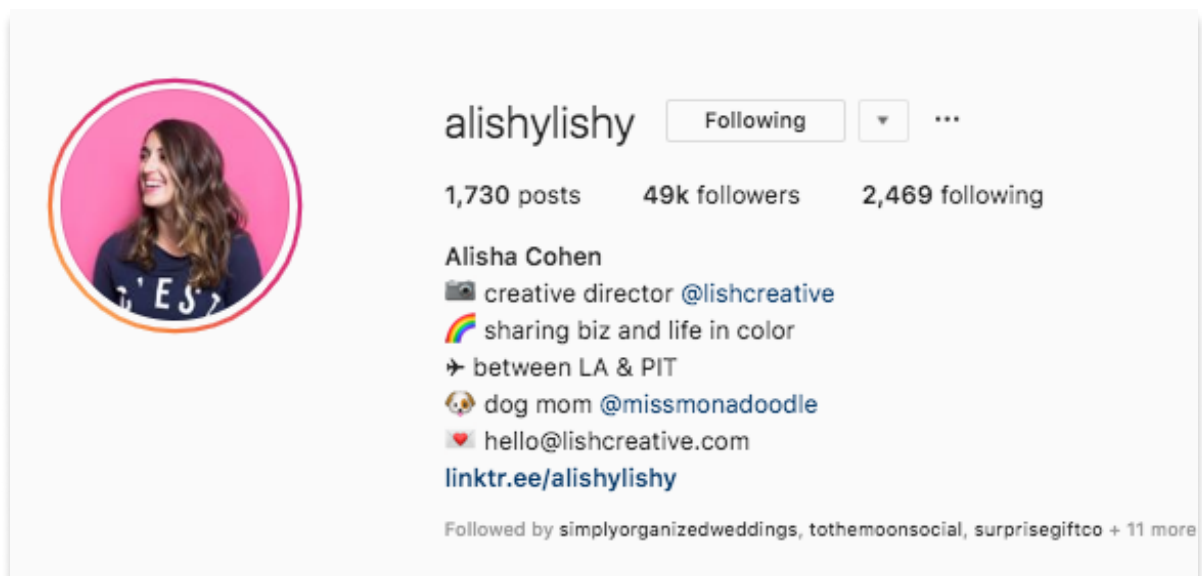
**Task: Create highlights for each of your five different content themes, then add in all relevant stories for that category**

## DAY SIX — UPDATE YOUR PROFILE PICTURE

---

Updating your ‘profile picture’ might feel very Facebook circa 2009. However, your profile picture is one of the very few things people see of your account when you come in their search or their feed. So, it’s important to make yours count!

So, what should your profile picture be of, exactly? Well, it depends on your type of account, and your objective. If you’re a business or company, a logo will generally make your account seem more polished and professional. If you’re a personal brand, a photo of yourself (preferably a candid or headshot, not a selfie) can feel more human and relatable.

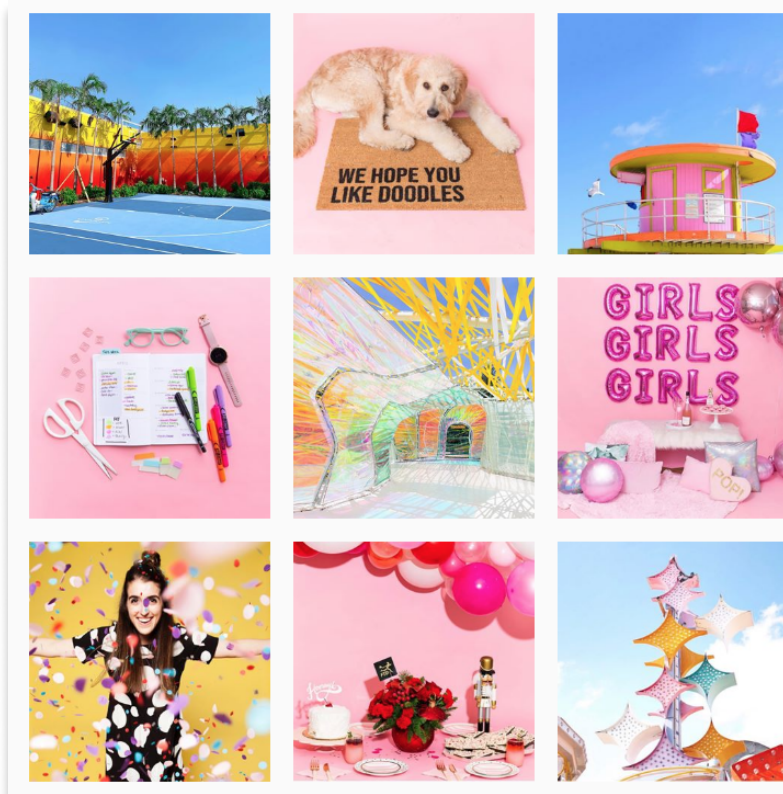


No matter which option you go for, try to ensure your image 1) fits the overall vibe and aesthetic of your account and 2) incorporates a pop of colour — this will help it stand out, even when used at a very small size!

**Task: Go through your existing images or ask someone to take a new one for you. Then, update your profile picture!**

## DAY SEVEN — FIND YOUR AESTHETIC

---



While the rising popularity of stories has made Instagram more raw and real, it's still first and foremost a visual platform. People love to look at beautiful, well-thought out and consistent feeds!

So, it's time to figure out what your new brand aesthetic is going to be — and stick to it!

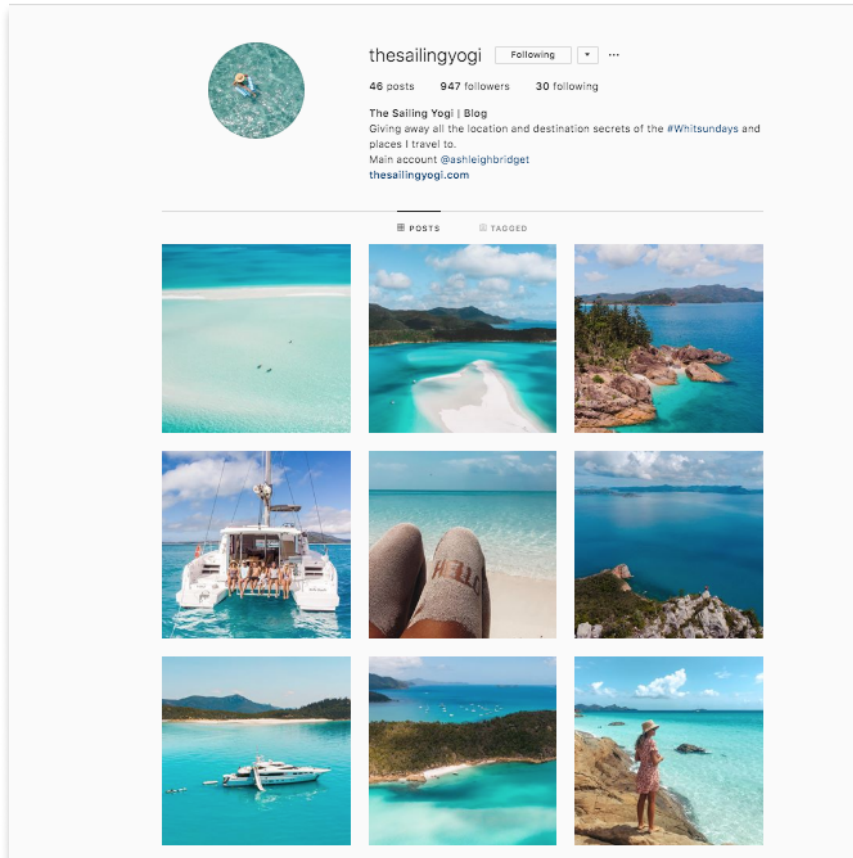
*@aishylishy uses a bright, bold aesthetic in her feed*

Here, we want to avoid doing what everyone else is doing, just for the sake of it. So, just because teal and orange is popular right now, doesn't mean your feed has to be teal and orange. Remember, the goal here is to stand out, not fit in!

To find your own aesthetic, first take a look at your existing branding (your logo, website etc) and your brand personality. Are you fun and bubbly? A bright and bold aesthetic might be for you. More mature and moody? Try a dark and rustic colour scheme. Another consideration is, what kind of photos you naturally find yourself taking often. For example, if you're someone who lives at the beach, then you might go with a tropical and beachy color scheme to make your aesthetic easy to stick to.

**Task: Use Plann's 'repost' and 'free content' features to help you make a mood board of the kind of aesthetic you want to go for. Then, narrow your colour palette down into 3-5 colours!**

## DAY EIGHT — PICK YOUR PRESETS



Ever wondered how top influencers manage to make their feeds look so consistent, even when they're taking photos of completely different things? The secret is: presets!

These are essentially a colour filter you use to give each of your photos a similar feel and aesthetic. So, it might make all of your photos instantly look more bright and white, or muted and vintage — depending on what feel you're going for.

*@thesailingyogi uses presets to give her pics a consistently bright and beachy feel*

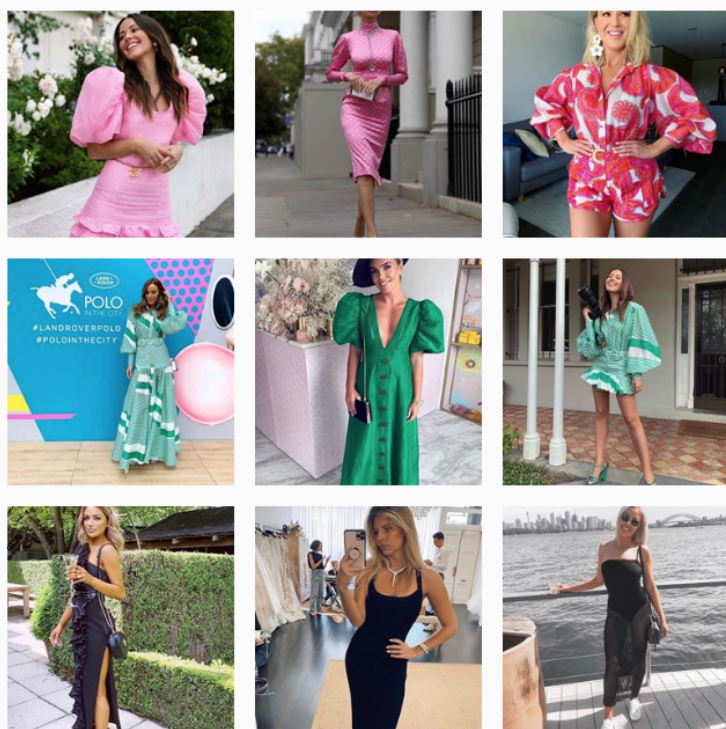
If you use Adobe Lightroom, you can buy presets from places like Creative Market or your favourite photographer or influencers. However, you can also do this without even leaving your Plann app, by uploading your images, then choosing from our wide library of filters. Choose the same one every time to keep your feed looking consistent!

You can also have even more control over your images by adjusting things like the brightness, saturation, shadow and white balance.

**Task: Pick what filter or preset you're going to go for in your new feed, then experiment with using these on some of your photos.**

## DAY NINE — PICK YOUR BRIDGING IMAGE

---



Some people choose to delete or archive all of their old photos when starting over with their feed. But here at Plann, we believe that where you've come from is part of who you are. People love looking back to your feed and seeing how your Instagram presence has evolved!

Instead of doing a full cleanse, we recommend instead using a bridging image.

*Dress rental company @designerex use bridging pics to regularly change up their colour scheme*

This is a photo that connects your old content to your new content and typically has a combination of either the colors, themes, or ideas you want to use in your new feed. A bridge photo does precisely what the name suggests and connects the two themes either side of it. It's a great way to slowly introduce your audience to the new you.

So, say you currently have a very feminine and pink colour scheme, but you're transitioning into a more bold and dramatic colour vibe. You might opt for a darker and moodier image that still has pops of pink.

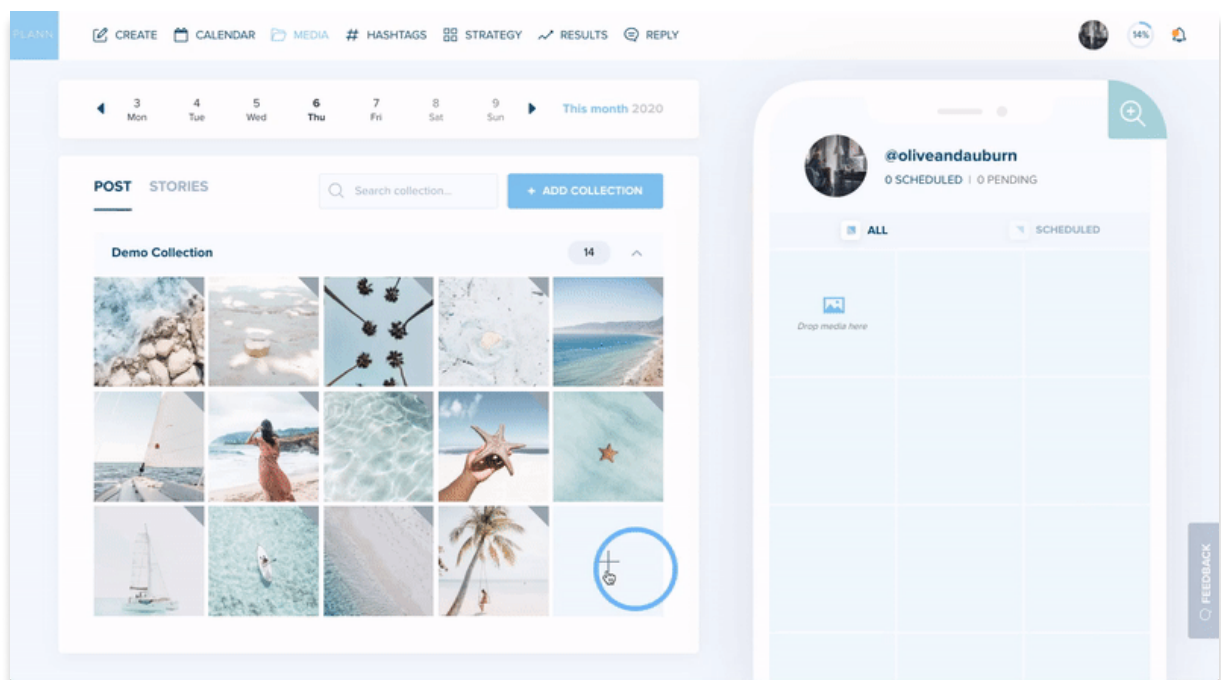
**Task: Pick your bridging image and post or schedule it today, with a caption letting your followers know you're moving in a new direction with your account. Your tribe will love that you're being so open and transparent with them!**

## DAY TEN — PLANN OUT YOUR FEED!

Now, you've got all your moving parts in place and you know exactly where you're going with your new and improved Instagram. It's time for the most exciting part — bringing it all to life!

Rather than just winging it by posting on the fly, we recommend using Plann to curate and schedule your feed ahead of time. This will ensure your feed is consistent, intentional and visually balanced.

Using the 'create' section, upload your own images to Plann or use the 'free images' tool to find some that fit your aesthetic. Apply your chosen filter, then use the strategy guide to ensure you have a great mix of content. Drag your images around until you find a grid you like, then write your value-packed captions (remember to think about your purpose from day 1!)



Use our handy search feature to add targeted hashtags to get your amazing new content discovered then voila, you're ready to schedule!

# THE INSTAGRAM MAKEOVER CHECKLIST

Print out this handy checklist to ensure you've covered all the essential steps for making over your Instagram feed!

- Figure out the 'purpose' of your Instagram feed
- Determine your top 10 best-performing posts
- Rewrite your Instagram bio
- Pick your 5 content themes
- Refine your Instagram highlights and covers
- Create a mood board of your Instagram aesthetic
- Choose your filter or presets for your photos
- Select and post your bridging photo
- Plan out a week's worth of content



---

## **EXCITED, OVERWHELMED AND INSPIRED?**

---

Now that you're brimming ideas for creating your new grid, let's schedule them!

With Plann you can plan days, weeks or months in advance and leave that social media overwhelm outside in the snow.