PLANN

10 THINGS

YOU MUST DO AFTER EVERY PUBLISHED POST ON INSTAGRAM

CHECKLIST

PLANN'S POST-PUBLISHING CHECKLIST

- ☐ Share to your stories
- ☐ Engage with others
- ☐ Update your link in bio
- ☐ Respond to comments
- ☐ Resist the urge to edit
- ☐ Send it on
- ☐ Post about it in your stories
- ☐ Reshare it on your other channels
- ☐ Post it in a Facebook group
- ☐ Monitor your mentions

INTRODUCTION

SO, YOU'VE POSTED. WHAT NOW?

You've found the perfect picture, written a catchy caption to accompany it, selected your perfectly targeted hashtags and now, you've just hit 'go' on your Instagram post. Time to immediately exit out of the Instagram app and wait for the likes to roll in. After all, your hard work is done here, right!? Uh....well, not exactly!

Unfortunately, Instagram isn't always a case of 'if you post it, they will come.' In actual fact, what you do after you publish your post is almost as important as what you do before it!

In the social media world, there's been a longstanding rumour that the first 30 minutes after posting defines how well your post will perform. While that exact time window hasn't been proven, there's no doubt that by doing a few simple tasks immediately after posting will give your post a nice little boost (without spending a cent!) That way, you give your post the best possible chance of making maximum impact in the globosphere.

The good news is, we're not going to leave you scratching your head trying to remember 100 different things you were meant to do after posting. We know you've got important things to get back to — like binge-watching Netflix or watching cute puppy videos! That's why we've prepared this simple, 10-step checklist you can tick off every single time you post — to give you the confidence that you've done all the right things.

1

SHARE TO YOUR STORIES

This is a really simple one — but it can absolutely explode the reach of your Instagram post! As soon as your post goes live, tap on the little arrow icon on the left hand side. Then, press 'add post to your stories.' This will share the post to your storie and allow people to tap it to check out the entire post in your feed. Some people watch stories more than they scroll through their newsfeed, so this is a really great way to get their eyeballs on your content, too.

ENGAGE WITH OTHERS

We've said it once, we'll say it again. Never post and ghost! Spending 10 minutes engaging before and after you post is going to work absolute wonders. Not only is the Instagram algorithm thought to look favorably upon doing so, but it's likely to pique those people's interest so they go check out your latest post — and hopefully, show it some love! Try to get in the habit of spending some time liking, commenting and following with people in your niche and watch your post engagement skyrocket.

UPDATE YOUR LINK IN BIO

There's nothing worse (okay, slightly dramatic, but you get our drift) than when you include a killer CTA (call-to-action) in your post, walk away from it and realise you have a bunch of comments saying 'I can't find the link in your bio.' D'oh! If your followers can't easily find the content you're directing them to, chances are they'll lose interest quickly and move on.

So, if you're using a tool like Linktree to add multiple links to your Instagram bio, try to get in the habit of changing this immediately after (or even before!) you post so you don't send your followers on a wild goose chase.

RESPOND TO COMMENTS

Would you ever call a friend on the phone, ask them a question and immediately hang up on them? Most likely, no! Well, your Instagram posts work in much the same way. If you're asking your followers a question in your post or encouraging them to share something with you, make sure you hang around long enough to see their responses.

That way, you can respond intentionally and thoughtfully and even keep the convo going! Sure, some comments might filter through later, but getting those initial responses in will do amazing things for your engagement.

RESIST THE URGE TO EDIT

Picture this: you've just posted and are admiring your own awesome creativity when you see it. A big, fat TYPO. Eek! We know it's super tempting to dive right in and fix that bad boy up before someone sees it. But, most social media experts agree that editing your posts after they go up can seriously tank your engagement.

If possible, try to sit on your hands and hope that nobody notices the error (if it's small, they most likely won't!) Then, after that initial window has passed (say, a few hours) and it's attacted sufficient engagement, then you can go in and do a sneaky edit.

Psst... in order to avoid those pesky errors in future, we recommend using a tool like Plann to send you post reminders rather than auto posting so you can give it one last, quick proofread before it goes up.

SEND IT ON

Do you know someone who you feel like would absolutely love your post, or have interesting thoughts to add? It could be a loyal follower, a friend or someone else in your industry. If this is the case, send it on to them! You can use that little arrow icon to do so, and then simply select who you want to send it to. In your message, you could say something like 'Hey, I know we've spoken about similar topics to XYZ so I would love to know your take on this subject'

They'll likely feel flattered that you thought of them, and will take the time to comment on or at least like the post. Who knows, maybe they'll even share it with a friend of their own and it will become like a good ol-fashioned chain email from the 90s!

POST ABOUT IT IN YOUR STORIES

Okay, so we've already spoken about how easy it is to share your feed post in your stories. But, if you have a bit of extra time up your sleeve, why not go the extra mile?

You could use Canva to create a simple graphic that says 'new post' and direct people to check it out. Or, you could even use the poll or question stickers to generate conversation around and direct people to your post so they can contribute. If you're feeling extra motivated, you could even jump on and do a quick live about your new post. Every bit counts!

RESHARE IT ON YOUR OTHER SOCIAL CHANNELS

Never underestimate the power of crossposting! Whether it's Facebook, Twitter, Pinterest or Tumblr, resharing your content on your other platforms can give it a whole new lifespan!

Not only can it get your content in front of an entirely new audience, but it might even attract some new follows from people who realise they're not already connected to you on Instagram.

Instagram makes it easy to cross-post with their 'share to other apps' feature. But, you can also do this automatically within the Plann app with our new Facebook autopost feature.

MONITOR YOUR MENTIONS

Do you belong to any business or industry specific Facebook groups? If so, you may want to consider sharing your Instagram post in there!

Of course, you'll want to make sure you're actually adding value, and respecting the rules of the group.

But, by getting into the habit of posting it in at least one group after you post, you can help get your content in front of people who really care about the subject matter. This step is even easier if you happen to have your own Facebook group!

POST IT IN A FACEBOOK GROUP

When some people reshare your Instagram posts, they don't tag you in the photo but instead, mention you in a comment. This can be really hard to keep track of, as your Instagram notifications only go back so far! So, try to keep an eye on any mentions (so you can engage with them) immediately after posting, or use Plann's unique 'Mentions' analytics tool to easily respond.

READY?

PLANN YOUR CONTENT

Now that you know what to do after you post, let us help you with what comes before! From in-built design tools to strategy planning features and hashtag collections, Plann has everything you need to create and schedule epic posts. Sign up for your 7 day free trial today!