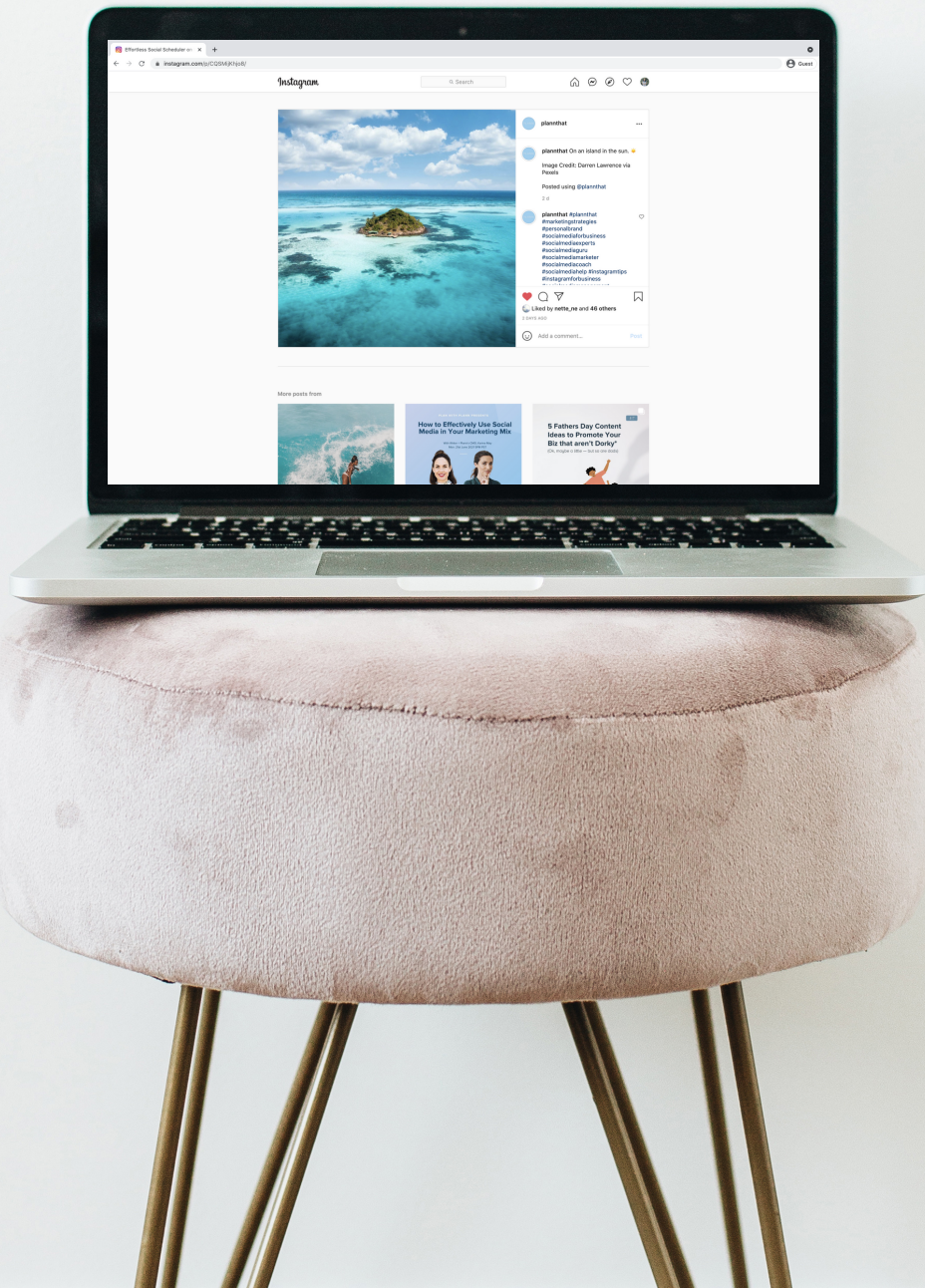


PLANN

10 day
MAKEOVER CHALLENGE
HOW TO AUDIT YOUR OWN INSTAGRAM PROFILE





Introduction

From opening up a blank page in a new diary to reorganizing 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 chore 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 do you even start when it comes to auditing your own 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.

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! Don't forget to check out your Instagram makeover checklist on page 14 and keep it handy throughout the challenge — you're going to need it!



**SEE THE LATEST
ON INSTAGRAM**



Here's what we'll cover

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**HAVE YOU TRIED ALL
THESE STRATEGIES?**

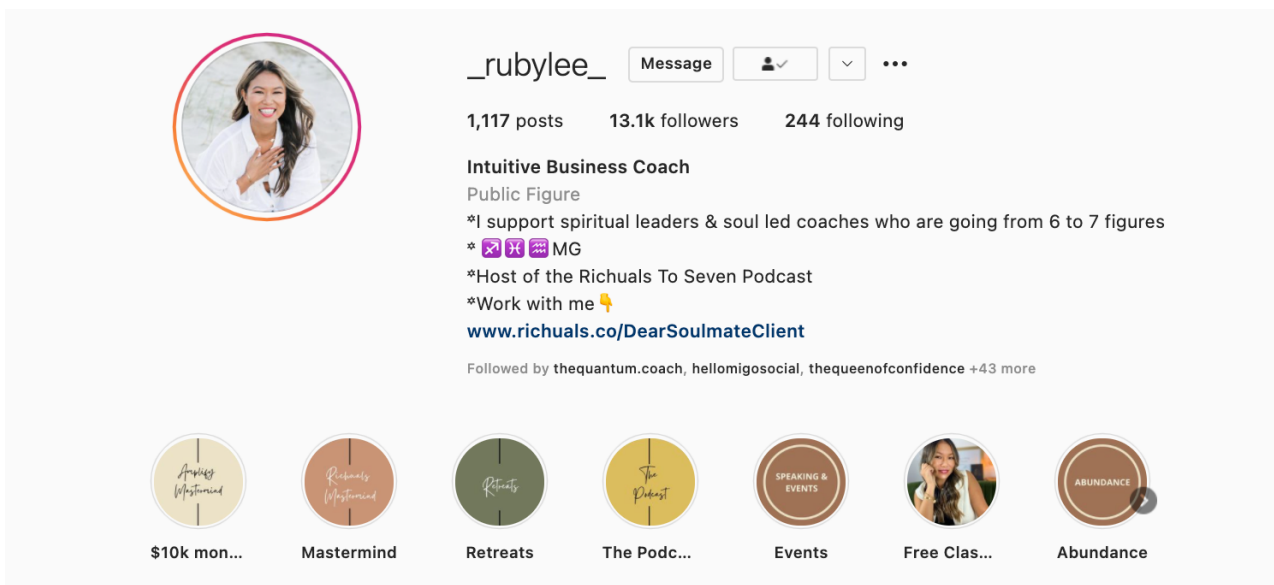
Day One

DAY ONE – UNCOVER YOUR PURPOSE

Okay, so these days, every man, woman 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.

You can even use Plann's [marketing performance tracker](#) to set and track your goals for your account, so you can make sure you're always showing up in a consistent and intentional way.



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

Day Two

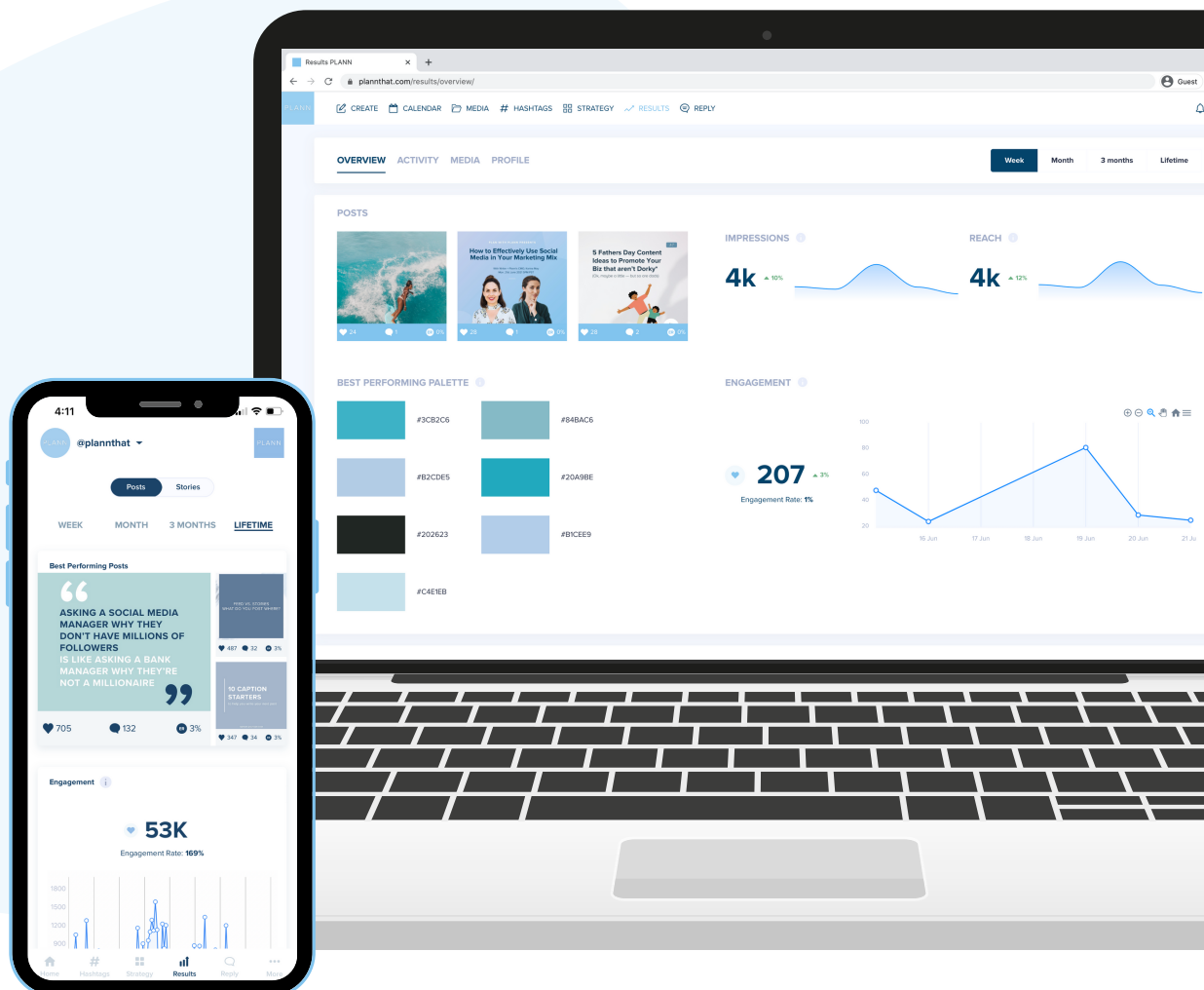
DAY TWO — LOOK AT WHAT'S WORKING

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 is 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 (literally!) 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 posts!



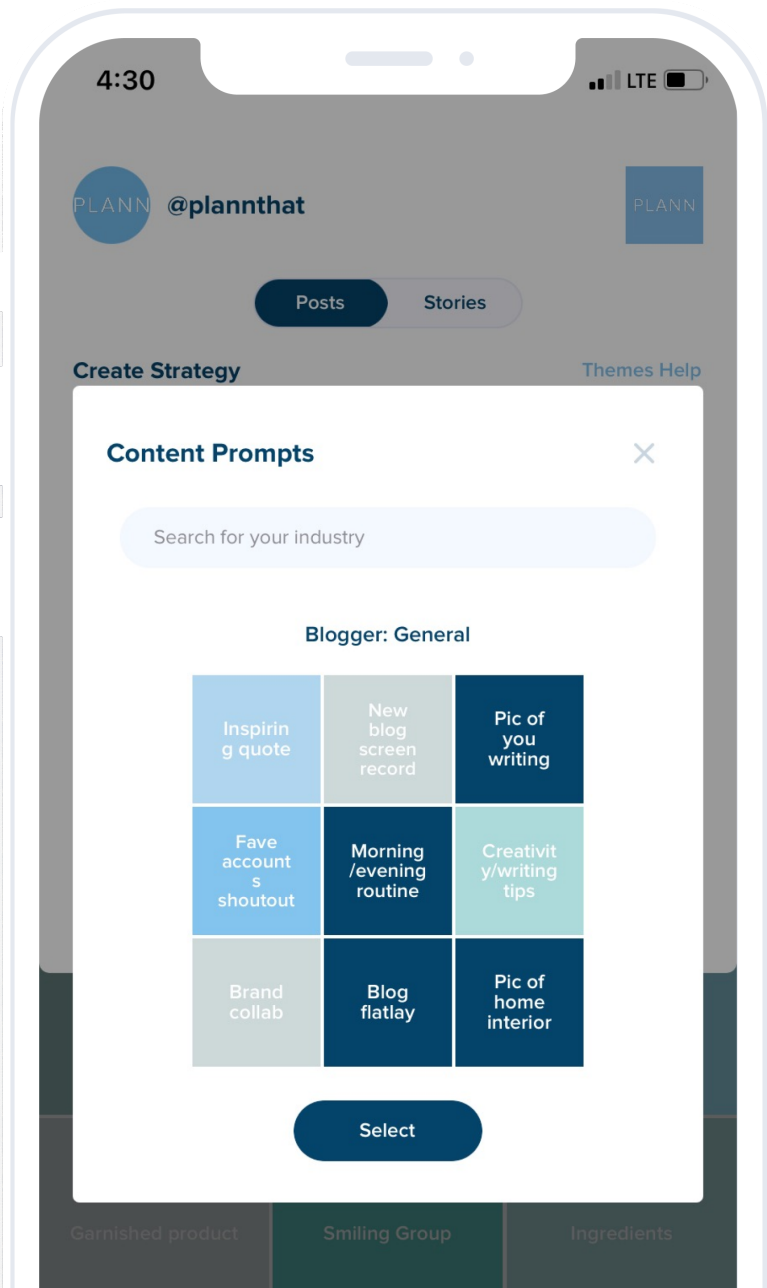
Day Three

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! We recommend selecting around 6-9 themes for your account. For example, if you're a food blogger, you could alternate between recipes, cooking tips, favorite dishes, your home cooking set up, food styling tips and so forth.

By alternating between these categories, it ensures you have a strong mix of content and prevents your feed from being too repetitive. Not sure what your own content themes should be? Check out our 'content prompts' inside out strategy tool in Plann. We have content prompts for 50+ different industries and occasions. Think of it like your content strategy in a box!

Task: Head inside Plann's strategy section and pick the content prompts (or mix and match a few prompts) that work for your account, the drag them onto your grid and stories so you can fill in the blanks



6.

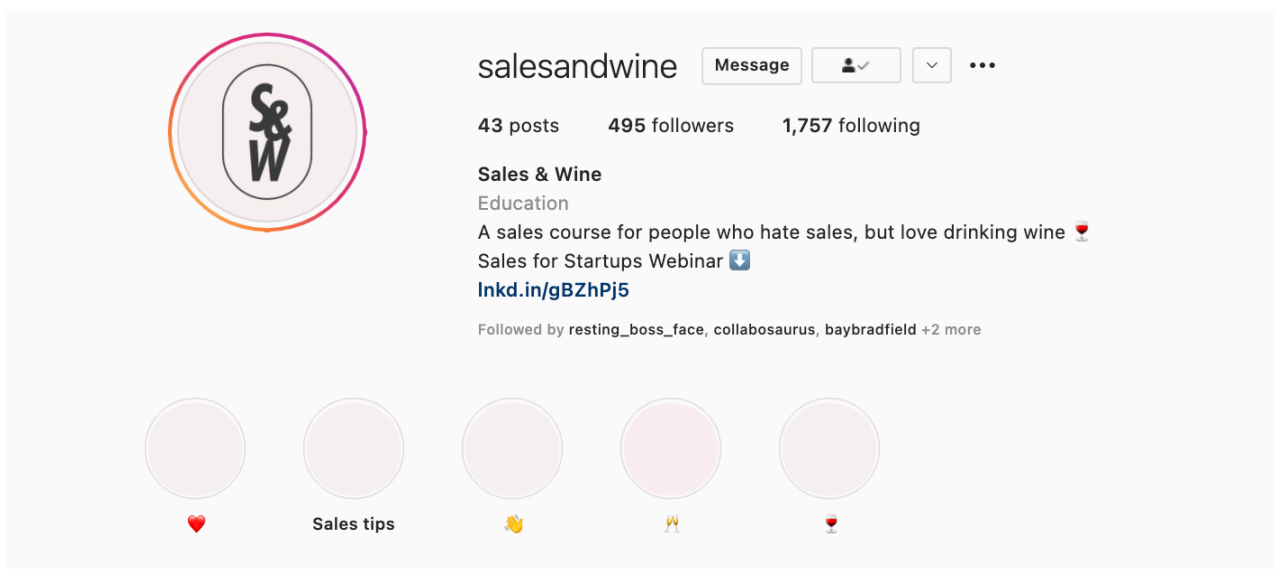
Day Four

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 'work with me', 'start here' 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!

Pssst... don't forget about your 'name' and account type sections, where you can include additional info about your account which will show up when people are searching for accounts — such as 'mindset coach' or 'home photographer'



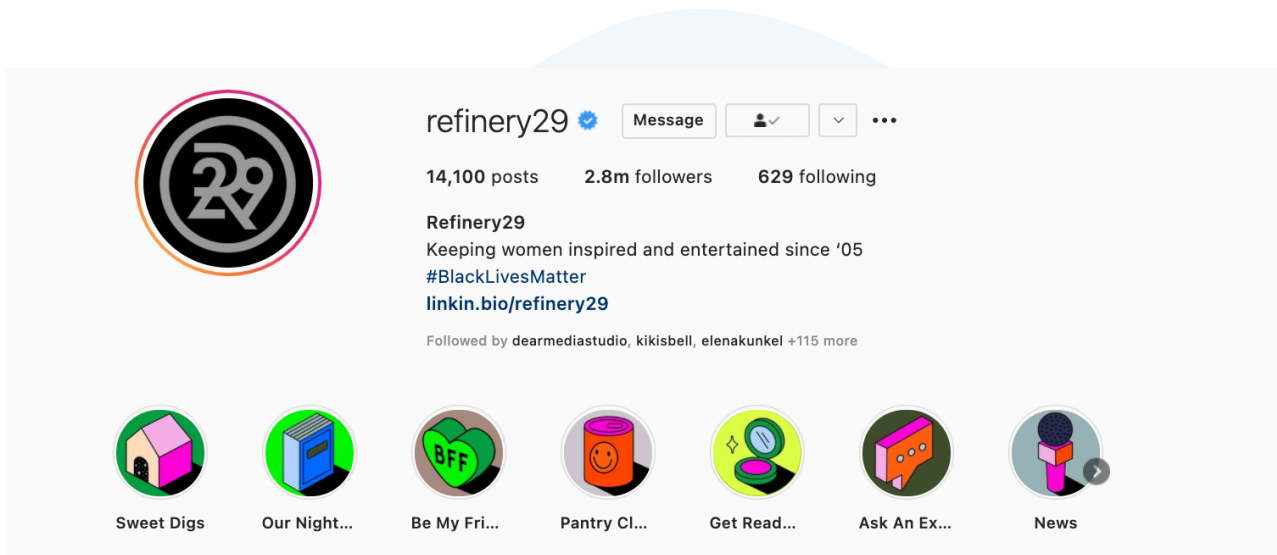
Task: Use the mission statement from day 1 as your starting point to rewrite your Instagram bio — making it as clear and concise as possible.

Day Five

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 organize 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. The key is that these highlights instantly shows your followers what themes you post about.



Task: Head to the Canva section in Plann to create your beautiful new Instagram highlights without leaving the app! They even have the correct dimensions for highlights, to take out the guesswork.

Then, create your highlights by pressing the 'plus' button where it says 'new' above your feed, upload the graphic straight to your story and save it as the highlight cover picture.

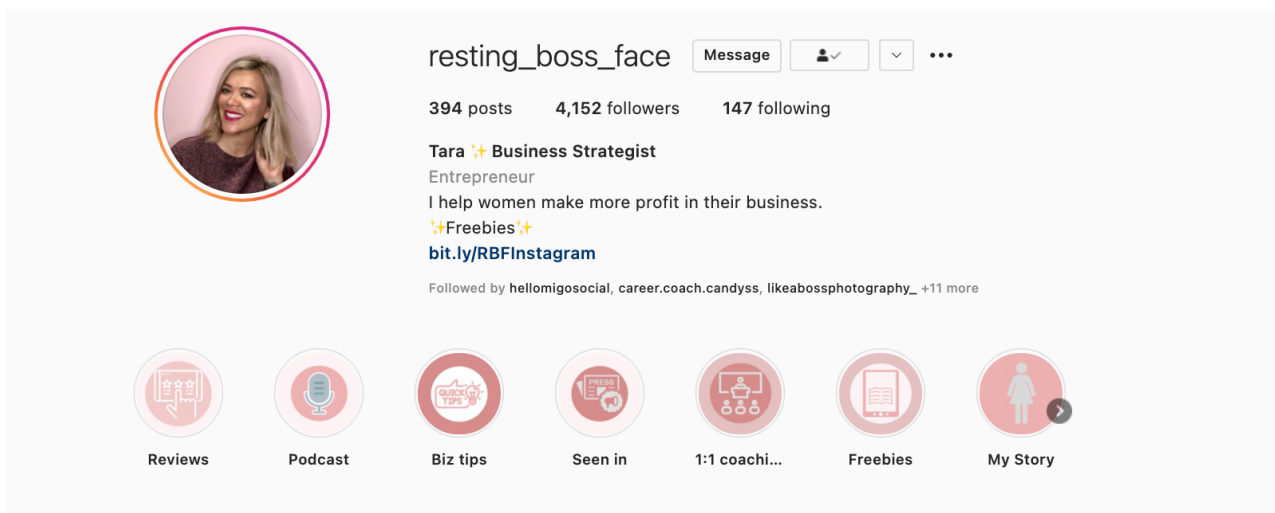
Day Six

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 set your phone up on a timer and take a self-portrait. Then, update your profile picture! Or, if you want to go down the logo route and don't already have one, use the in-built Canva editor to whip up a simple-yet-stunning one using their premade templates!

Day Seven

DAY SEVEN — FIND YOUR AESTHETIC

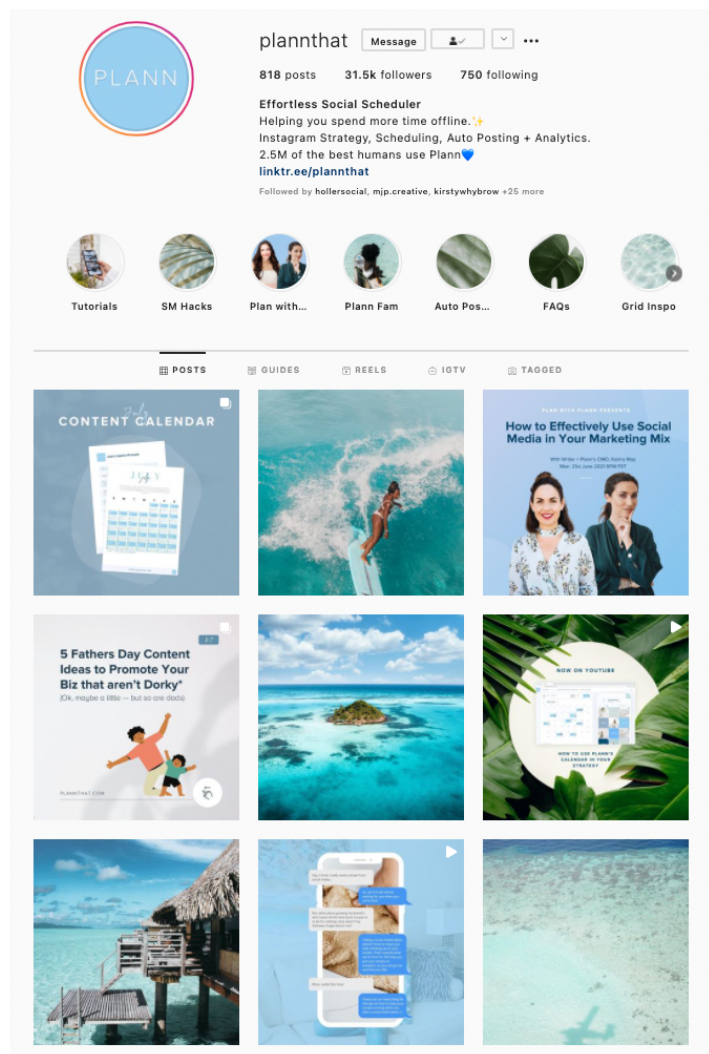
While the rising popularity of stories has made Instagram more raw and real, it's still first and foremost a visual platform. People love to look at beautiful, well-thought out and consistent feeds!

So, it's time to figure out what your new brand aesthetic is going to be — and stick to it! 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: Head inside Plann's analytics panel to see your best performing color palette.

Then, use Plann's free content library of beautiful free images to make a mood board of the color and aesthetic you want to go for!



Day Eight

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 color 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.

You do this without even leaving your Plann app, by uploading your images, then choosing from our extensive library of filters. And if that's not enough for you, you now also have access to Canva's range of filters within the app, too!

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

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



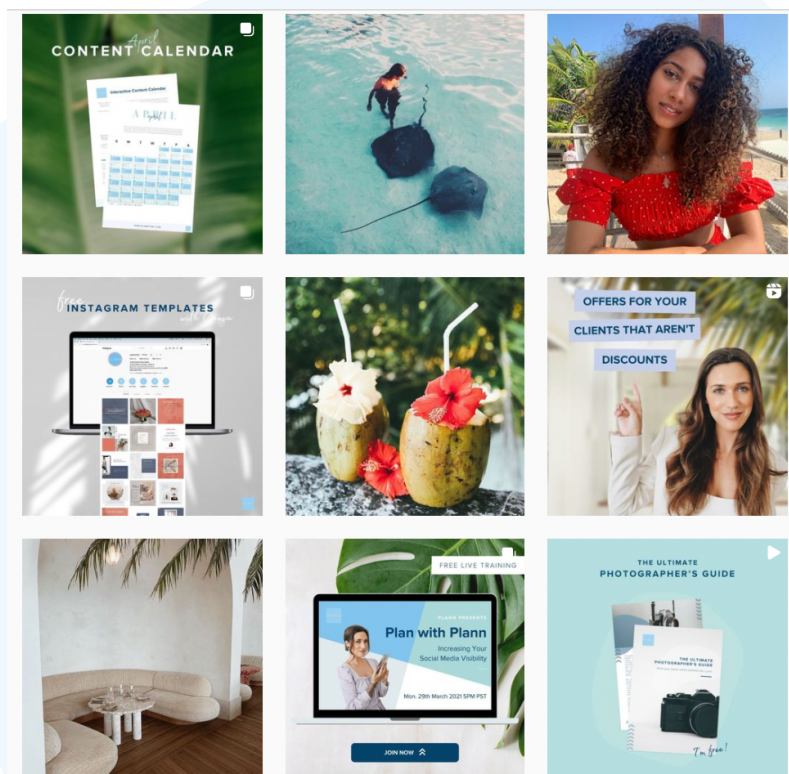
Day Nine

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. 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 bridging 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 and your tribe will love that you're being so open and transparent with them!

So, say you currently have a very feminine and pink color scheme, but you're transitioning into a more bold and dramatic color 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. You can also use our Text Editor or Canva tool inside Plann to whip up a simple graphic announcing the change.

Day Ten

DAY TEN — PLANN OUT YOUR FEED

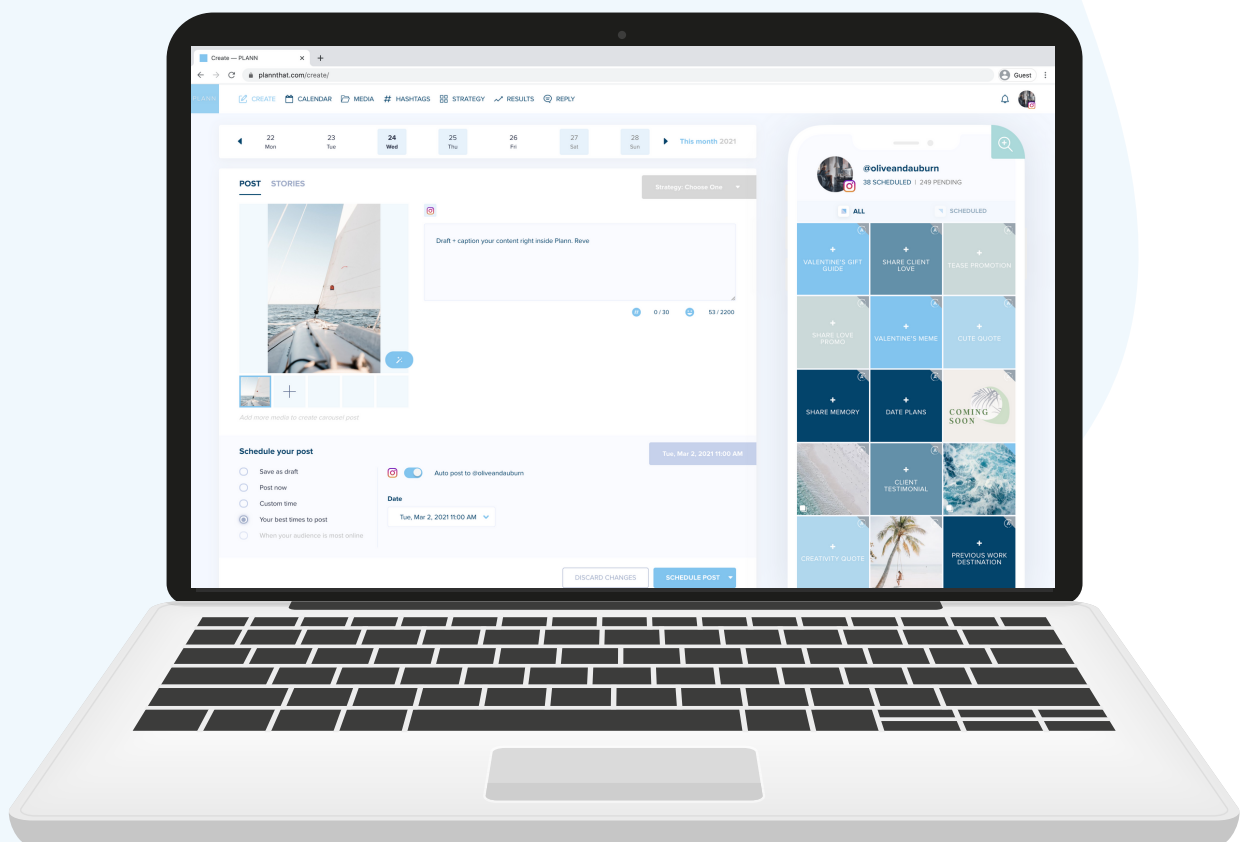
Now, you've got all your moving parts in place and you know exactly where you're going with your new and improved Instagram. It's time for the most exciting part — bringing it all to life!

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. You can also use the Canva editor to add some fun graphics or quote tiles to the mix, too.

Apply your chosen filter, then use the content prompts to ensure you have a great mix of content. Drag your images around until you find a grid aesthetic you like, then write your value-packed captions (keeping in mind 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!

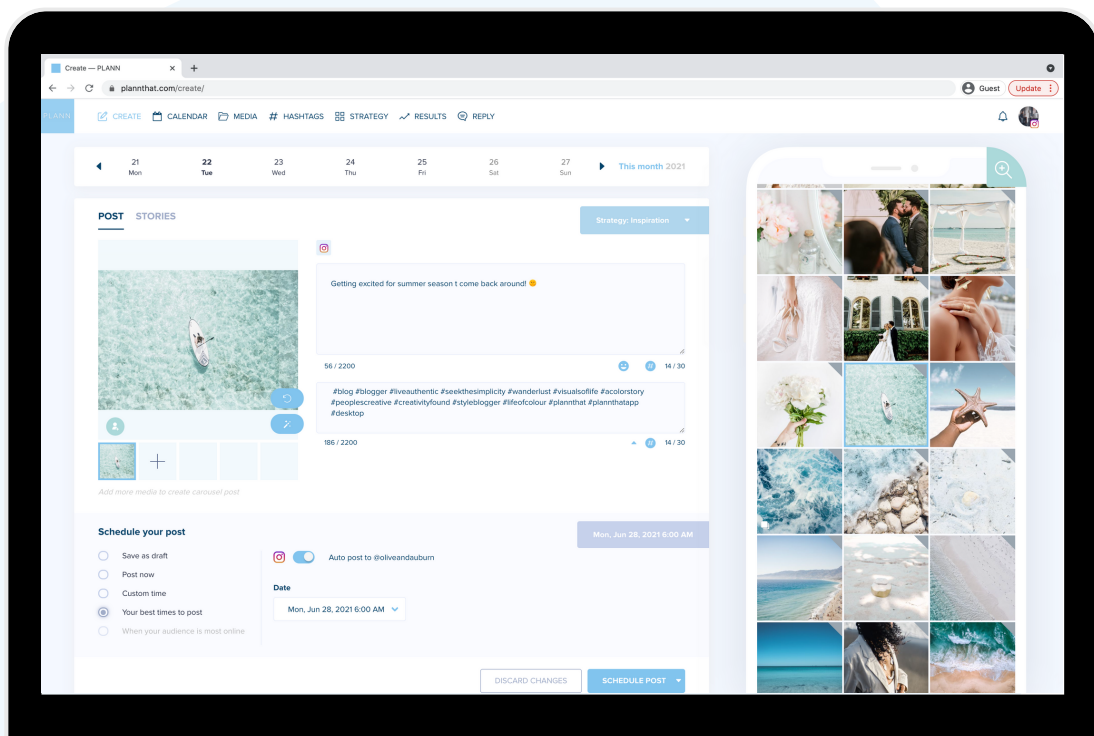


Ready?

TO STEP OUT WITH YOUR MAKEOVER?

Now that you've given your account a glow-up, it's time to debut your hot new look. Use Plann to schedule and post your content (including auto posting!) and watch the compliments roll in!

[Get started with Plann's free 7-day trial!](#)



THE INSTAGRAM MAKEOVER

Checklist

- Define the 'purpose' of your Instagram feed

- Determine your top 10 best-performing posts

- Rewrite your Instagram bio

- Use content prompts to select your 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

*Print me out
+ check me off as you go!*