

# THE ULTIMATE

## *Author Instagram Checklist*

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### *Profile Optimization*

- Complete your bio with a clear author description, genre, and link to your website or book sales page.
- Use a professional, eye-catching profile picture.
- Choose a relevant username that aligns with your author brand (preferably your name)

### *Community*

- Interact with your followers by responding to comments and DMs
- Join author communities and engage with other writers
- Collaborate with other authors for posts, projects, and events

### *Content Strategy*

- Prioritize engaging content that resonates with your audience.
- Use the 50/30/20 rule (adjusted): 50% engaging, 20% personal, 20% promotional, 10% informative.
- Show your face in grid posts and Reels for better engagement.

### *Important Tips*

- Create a posting schedule that works for you and be consistent with it
- Repurpose content across multiple platforms
- Create a content calendar and batch content beforehand
- Just be yourself!