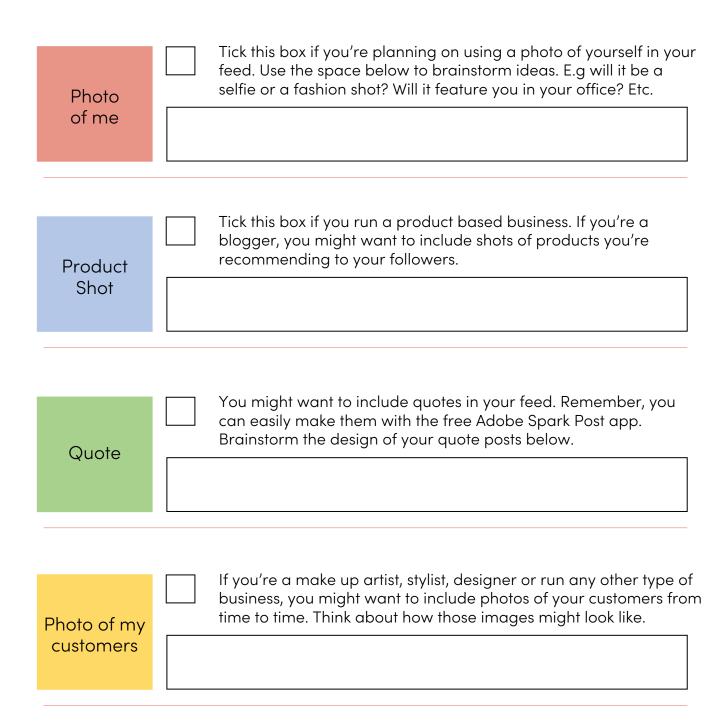
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MODULE 5 – Instagram Content Strategy

1. First write here which colour will be recurring through your theme _____

2. Put a tick in the box if you want to include a particular type of image in your Instagram feed.

We recommend selecting 3-5 types of posts max and rotating them in your feed. That way your feed will look consistent and your followers will always know what to expect.



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Filler Shot	These shots are there for aesthetics and to break up your feed. It could be a photo of flowers, beautiful architecture, sky, your pet. It should be a photo you can easily create at home or get from web.

Video	We highly recommend incorporating videos in your content strategy. Have a think what type of videos you could make easily with not too much fuss.
Video	

Illustration	Maybe you're an artist and you want to incorporate your creations in your feed? You could also feature other artists' illustrations as long as you tag and credit them properly.

	Technically, it's a product shot. But because of it's popularity and recognition value, it deserves its own category.
Flatlay	

