

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.

Photo
of me

Tick this box if you're planning on using a photo of yourself in your feed. Use the space below to brainstorm ideas. E.g will it be a selfie or a fashion shot? Will it feature you in your office? Etc.

Product
Shot

Tick this box if you run a product based business. If you're a blogger, you might want to include shots of products you're recommending to your followers.

Quote

You might want to include quotes in your feed. Remember, you can easily make them with the free Adobe Spark Post app. Brainstorm the design of your quote posts below.

Photo of my
customers

If you're a make up artist, stylist, designer or run any other type of business, you might want to include photos of your customers from time to time. Think about how those images might look like.

LONDON COLLEGE *of* STYLE

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.

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.

Flatlay

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

Your Signature Shot

What kind of image could you create easily at home that is uniquely YOU? Look around. Any props or backdrops you could use? This shot requires some experimentation, so no pressure.