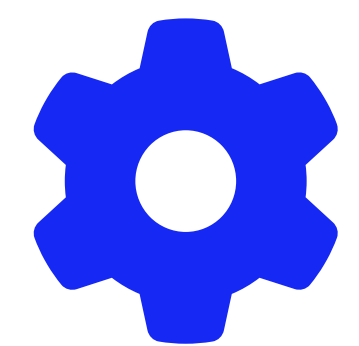
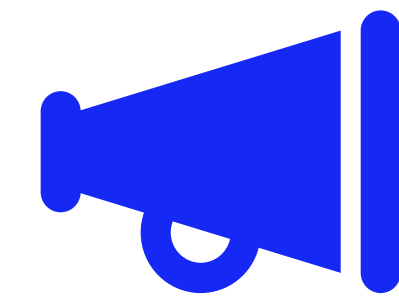


Checklist: Instagram Profile for Coworking Spaces



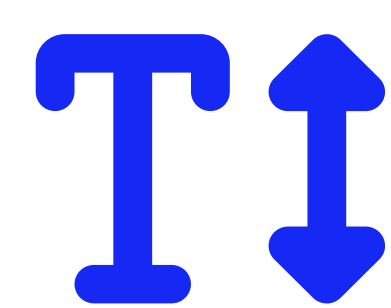
Basic Account Setup

- ☐ Switch to a **Business or Creator account**
- ☐ Connect to a **Facebook page**
- ☐ Add **public business info**
- ☐ Choose a **fitting business category**
- ☐ Choose a recognizable **@username** and **display name**



Engagement

- ☐ Ideally publish **3-5 posts a week**, and **1-2 stories a day**
- ☐ Plan your posts in advance and follow a **content calendar**
- ☐ Use a **post-scheduling tool** (like Later)
- ☐ Engage in **comments and DMs**, and **actively interact with other profiles**



Bio Optimization

- ☐ Write a **compelling 150-character bio**
- ☐ Include **primary and secondary keywords**
- ☐ Use **emojis & line breaks**
- ☐ Add a **call-to-action (CTA)**



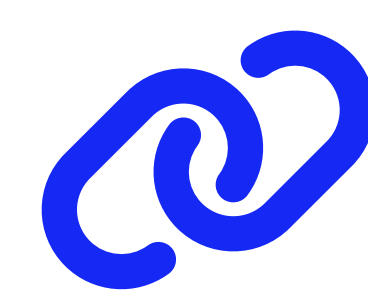
Maintenance and Analytics

- ☐ Update your information **regularly**
- ☐ Check your **links** and **refresh them**
- ☐ Use **Instagram Insights** or other tools to **monitor and analyze**



Branding and Visuals

- ☐ Maintain your space's **brand identity**
- ☐ Create and organize **story highlights**
- ☐ Create **branded header images** for each story highlight
- ☐ Use a **high-quality square logo** for your profile picture



Links

- ☐ Use a **trackable link service** (linktree, linkin.bio)
- ☐ Update the **links regularly** with new information