

# Instagram: Defining Your Brand

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### DESCRIBE YOUR BRAND

### USERNAME

- Is your current username clean and to the point?
- Can you create similar usernames across social media platforms?

ANSWERS AND USERNAME IDEAS:

### PROFILE PHOTO

- Do you want to showcase yourself, your art, both, or a logo?

ANSWERS:

### BIO AND WEBSITE

- List a couple of things that describe you? (Dog lover, traveler, foodie, etc..)
- Provide a link: Do you want people to visit your store? Read your blog?

BRAINSTORM:

TASKS:

- Look at other successful artist profiles for example and inspiration.

### CONSISTENCY

- What can people expect from your content by following you?
- What defines your aesthetic? (colors, line, movement, photo composition, etc.)

ANSWERS:

TASKS:

- Archive posts that stray too far from your current style and aesthetic.

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### EXTRANEOUS POST CONTENT

- Once you define your brand, make sure to only include photos that support or elevate it.
- Do any of your posts distract from your art and brand?

#### TASKS:

- Archive posts that are not related to your art or your brand.
- Keep your profile curated and tidy.

### USE YOUR VOICE: POST CAPTIONS

- What topics do you like discussing and starting conversations with?
- What parts of your personality are part of your brand?
- What kind of story does your art tell?

#### ANSWERS AND CAPTION IDEAS:

### INTERACT WITH FOLLOWERS

- Do you reply to messages and comments?
- What kind of customer service do you want to be known for?
- How do you want your followers to feel about you as a person?

#### ANSWERS:

### CONTENT AND QUALITY

- Does your profile look attractive?
- Do your photos need better lighting?
- Do you include a variety of photo compositions on your profile?
- Do you need to improve your skills?

#### ANSWERS AND THINGS TO IMPROVE: