

The Complete Guide on Profile Mastery on Instagram

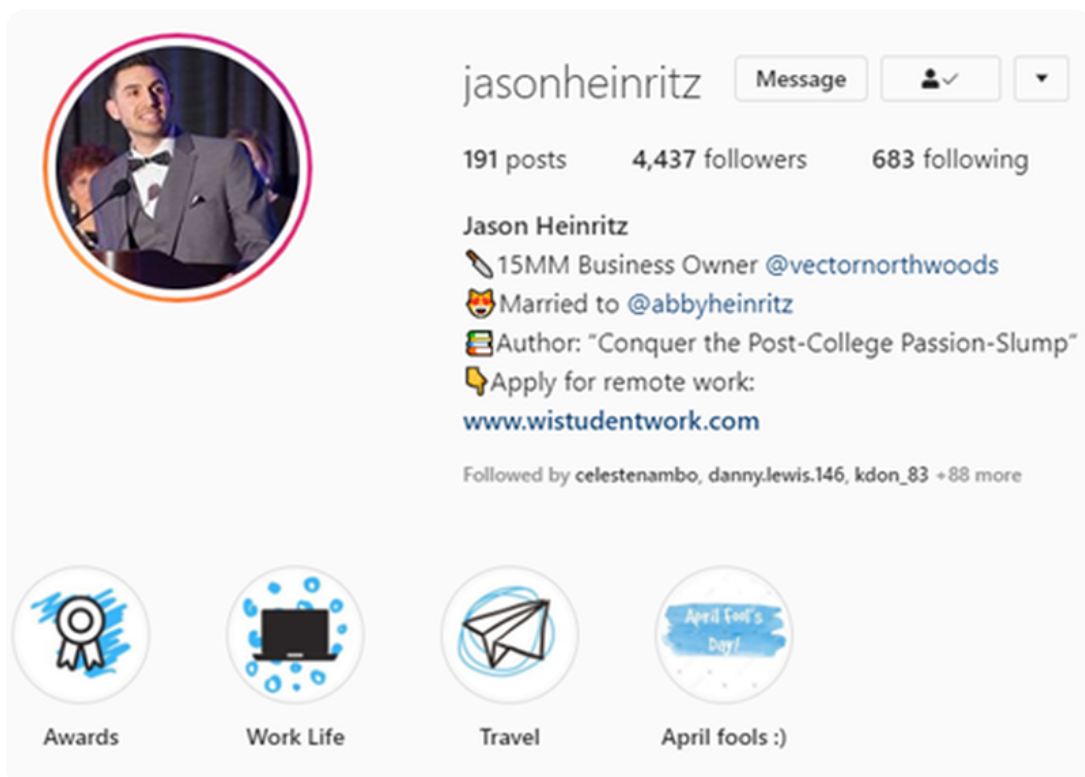


Vector Marketing
Instagram Branding Made Easy

Step 1

Create a Profile as your Digital Resume

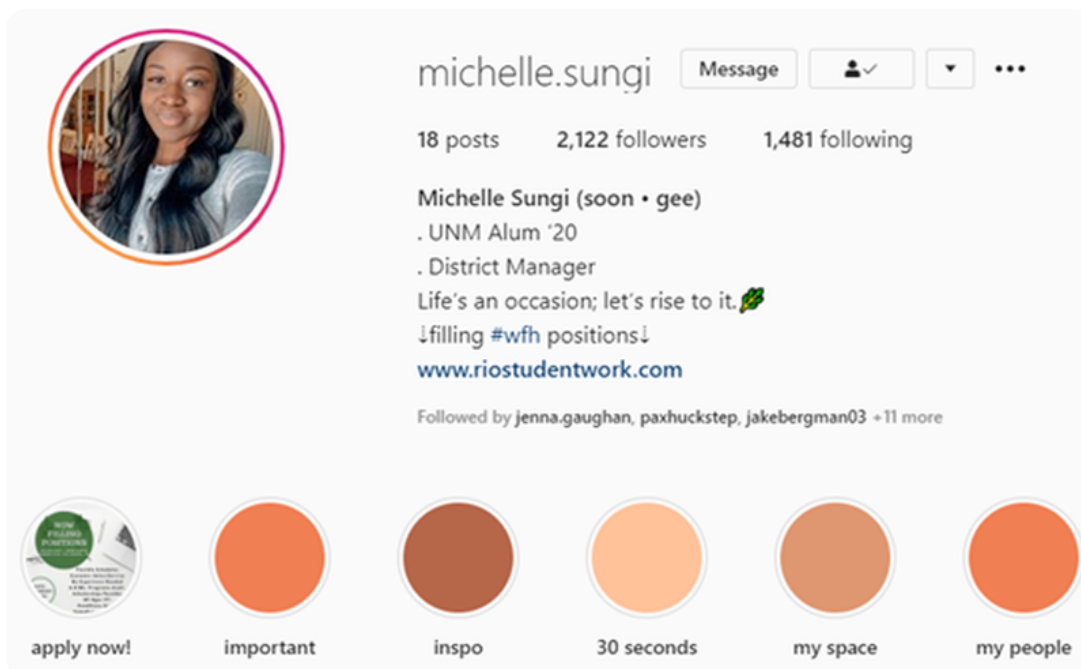
- Use an existing profile or create a new one.
- Personal account (not an office account)
- Make sure you have a PUBLIC account
- Clean up any captions or hashtags. (If you don't want Grandma seeing it, archive or edit it)
- No short cuts when it comes to organic growth (follow/follow back schemes don't work and IG jail is real.)



Step 2

Choose Your Username

- Easy to search, professional, and authoritative
- Use full name if possible. If not possible, add a period in between first and last name, add middle initial, use last name first, or add an underscore. (@laurenholliday, @lauren.holliday, @lauren_holliday, @laurenbholliday)

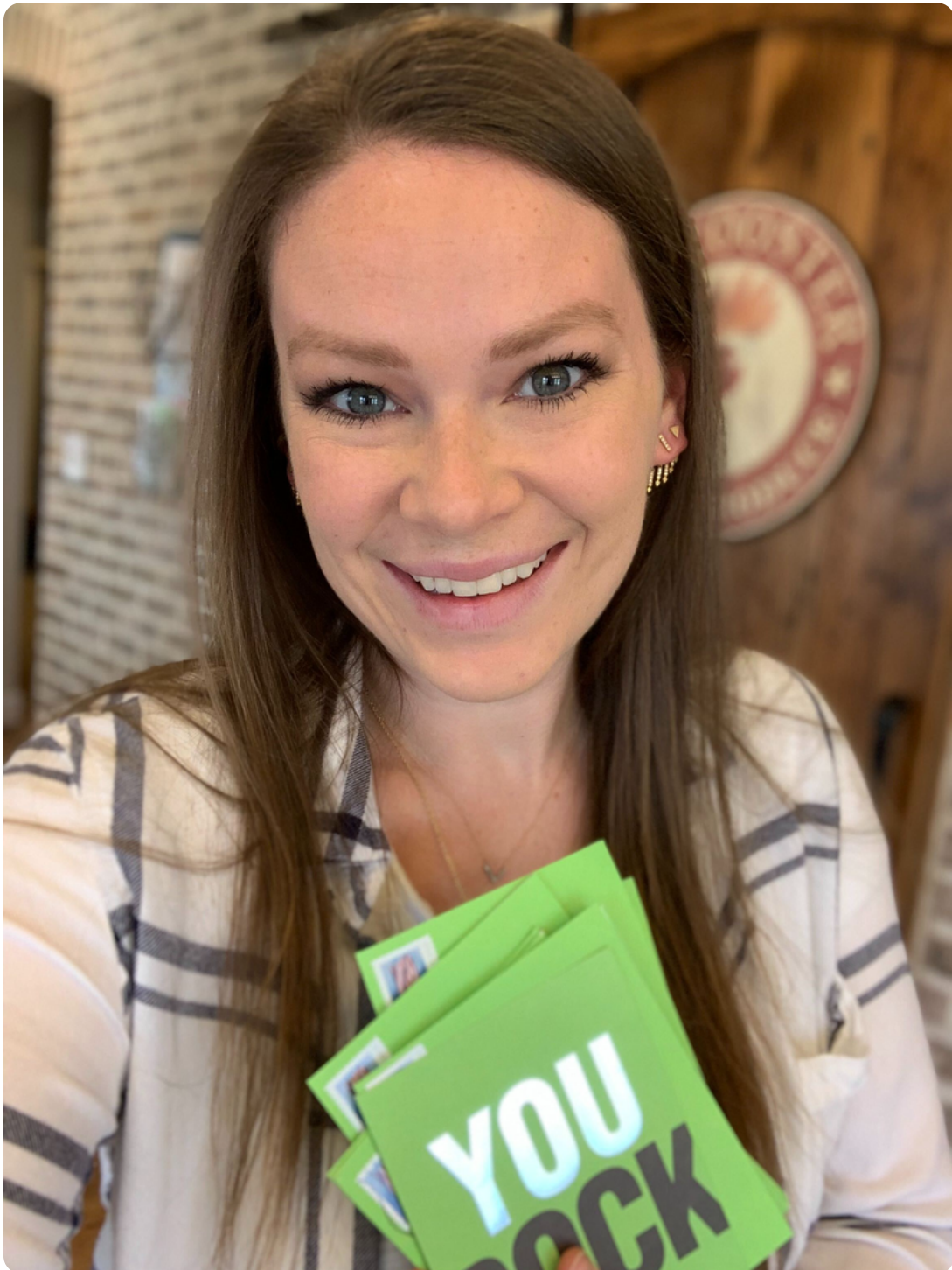


The image shows a social media profile for 'michelle.sungi'. The profile includes a circular profile picture of a woman with long dark hair. To the right of the picture, the username 'michelle.sungi' is displayed, along with a 'Message' button and a checkmark icon. Below the username, it shows '18 posts', '2,122 followers', and '1,481 following'. The bio reads: 'Michelle Sungi (soon • gee)', '. UNM Alum '20', '. District Manager', 'Life's an occasion; let's rise to it. 🌱', '↓filling #wfh positions↓', and 'www.riostudentwork.com'. Below the bio, it says 'Followed by jenna.gaughan, paxhuckstep, jakebergman03 +11 more'. At the bottom of the profile, there are six circular icons with labels: 'apply now!' (with a green circular icon containing text), 'important' (orange circle), 'inspo' (brown circle), '30 seconds' (light orange circle), 'my space' (darker orange circle), and 'my people' (orange circle).

Step 3

Pick a Profile Picture

- Look approachable
- High quality photo of JUST your face since it's a small area to work with.





Step 4

Make a Bio

- Short, sweet, and to the point giving the best 1st impression
- Bullet points and not sentences
- City, State (city your office will be in)
- Your school's acronym
- Short mission statement
- Hobbies
- Favorite sports teams
- Use emojis, but not JUST emojis (don't go overboard)

The screenshot shows a social media profile for 'joshthayer_'. The profile picture is a circular image of a man in a suit. The bio includes: 'Coach Josh Thayer', 'Entrepreneur/Sales Coach-I coach students to peak performance', '#1 team NY-6MM sales', '@vectormarketing Bffalo', '#usatoday top company', 'leave a legacy', and 'www.716studentwork.com'. The profile has 240 posts, 2,828 followers, and 881 following. Below the bio are six category icons: 'Funny' (dog), 'HeresTheS...' (two people), 'Remote lea...' (laptop), '#TigerKing' (tiger), 'Motivation' (silhouettes), and 'Good stuff' (building).

joshthayer_ Message

240 posts 2,828 followers 881 following

Coach Josh Thayer

- ✓ Entrepreneur/Sales Coach-I coach students to peak performance
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- 📍 @vectormarketing Bffalo
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- 🌱 leave a legacy

www.716studentwork.com

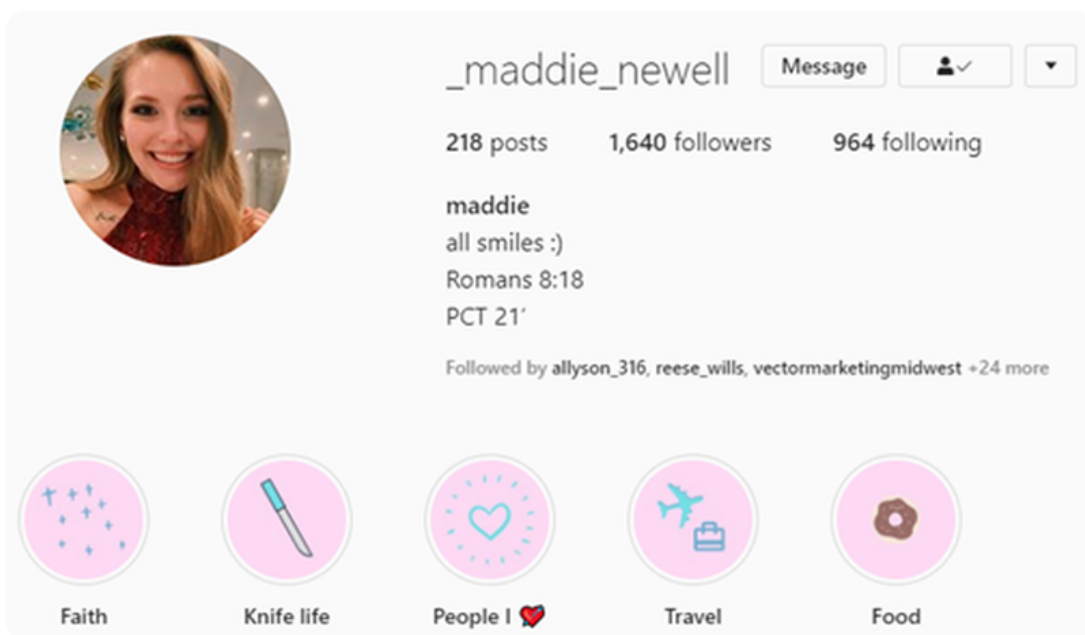
Followed by brianmudson, vmnbuff, allyson_316 +46 more

Funny HeresTheS... Remote lea... #TigerKing Motivation Good stuff

Step 5

Create Highlights

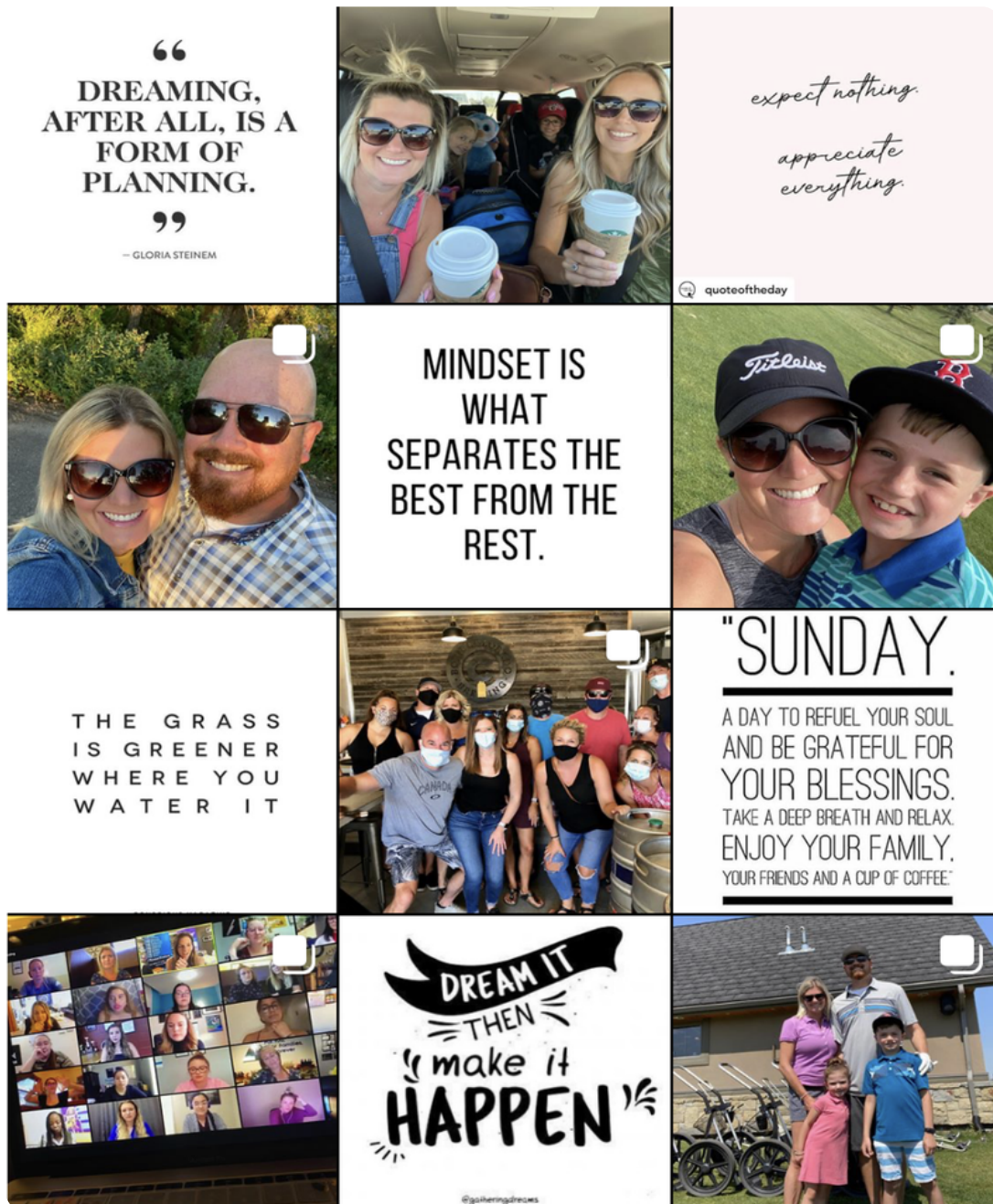
- Make a list of 3-10 categories of what you post in stories
- Mix work and daily life
- Friends, Quotes, Travel, Work, Food
- Add covers for a cohesive look



Step 6

Post a Cohesive Grid

- Show intentional variety with what you're posting and stay true to yourself
- Planning Apps – UNUM, Preview, Later
- Editing Apps – VSCO, Lightroom (create presets), Mextures
- Create a cohesive aesthetic





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Want to Dig Deeper?

You've now taken your Instagram to the next level. Let's work on your other social platforms. Click the button below to finish the rest of your digital footprint.

OTHER SOCIAL PLATFORM CHECKLISTS >>