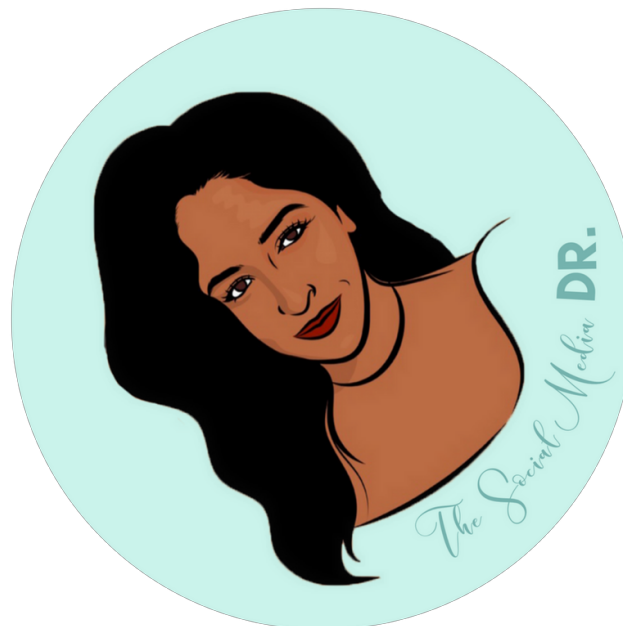# HOW TO CREATE THE PERFECT INSTAGRAM GRID

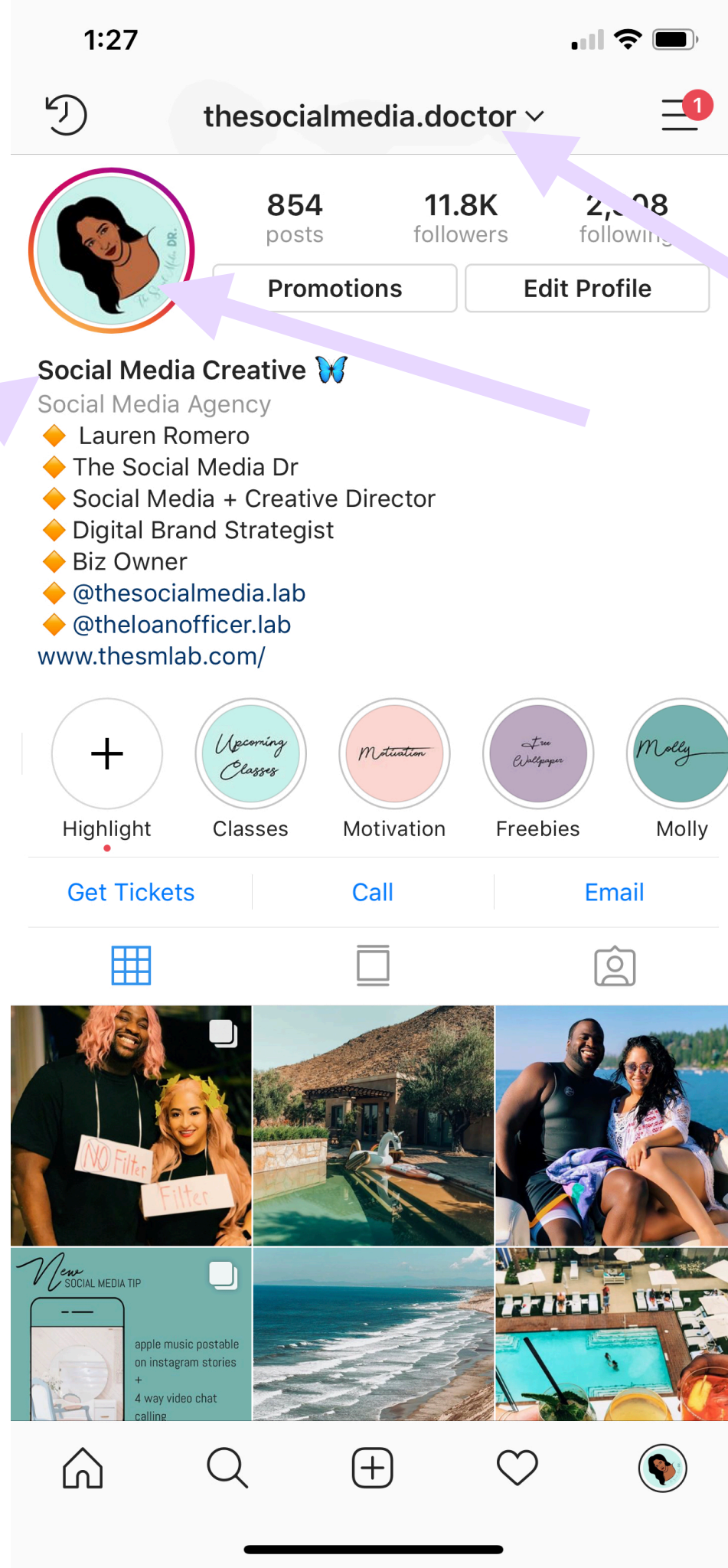*@TheSocialMedia.Doctor*

QUICK TIPS TO AN UPDATED IG PROFILE

➤ Profile Picture

➤ Username

➤ Profile Name

➤ Followers / Following Ratio

➤ Bio

➤ URL

    ➤ LinkTr.ee

➤ Call To Action Buttons

➤*Profile Picture*

➤*Username*

➤*Profile Name*

Following   **You**

ryan.a.eldridge started following you. 3h | Following |

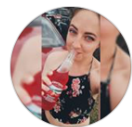**safeagenthub** liked your post. 3h

trish_kikx liked your post. 4h
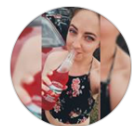
ihurae211 started following you. 4h | Follow |
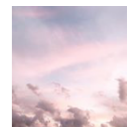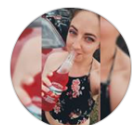
The first thing people see!

arrianealexander liked your post. 4h

becca_marie92 liked your post. 4h

becca_marie92 liked your post. 4h
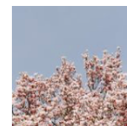
becca_marie92 liked your post. 4h
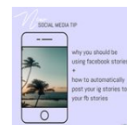
eleafg5 started following you. 4h | Follow |
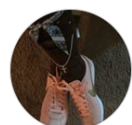
kaymbee42783 liked your post. 4h

areanamarie liked your post. 5h

1:27

thesocialmedia.doctor ⌄

854 posts   11.8K followers   2,908 following

Promotions   Edit Profile

Social Media Creative 🦋
Social Media Agency
🔶 Lauren Romero
🔶 The Social Media Dr
🔶 Social Media + Creative Director
🔶 Digital Brand Strategist
🔶 Biz Owner
🔶 @thesocialmedia.lab
🔶 @theloanofficer.lab
www.thesmlab.com/

Highlight   Classes   Motivation   Freebies   Molly

Get Tickets   Call   Email

Never follow more people than followers.

1:27

thesocialmedia.doctor ∨

854
posts

11.8K
followers

2,908
following

Promotions

Edit Profile

Social Media Creative 🦋
Social Media Agency
🔶 Lauren Romero
🔶 The Social Media Dr
🔶 Social Media + Creative Director
🔶 Digital Brand Strategist
🔶 Biz Owner
🔶 @thesocialmedia.lab
🔶 @theloanofficer.lab
www.thesmlab.com/

+
Highlight

Upcoming Classes
Classes

Motivation
Motivation

Free Wallpaper
Freebies

Molly
Molly

Get Tickets   Call   Email

Bullet points and emojis!

Hashtags and mentions!

1:27

thesocialmedia.doctor ⌄

854
posts

11.8K
followers

2,908
following

Promotions   Edit Profile

Social Media Creative 🦋
Social Media Agency
🔶 Lauren Romero
🔶 The Social Media Dr
🔶 Social Media + Creative Director
🔶 Digital Brand Strategist
🔶 Biz Owner
🔶 @thesocialmedia.lab
🔶 @theloanofficer.lab
www.thesmlab.com/

Highlight   Classes   Motivation   Freebies   Molly

Get Tickets   Call   Email

The best landing page website:

LinkTr.ee

The Social Media Doctor | Linktree

linktr.ee

The Social Media Doctor

✨Upcoming Social Media Classes + Events! ✨

My Instagram

What Clients Say About Me!

My Social Media Tips - Blog!

Contact Me!

Join my Girl Gang!
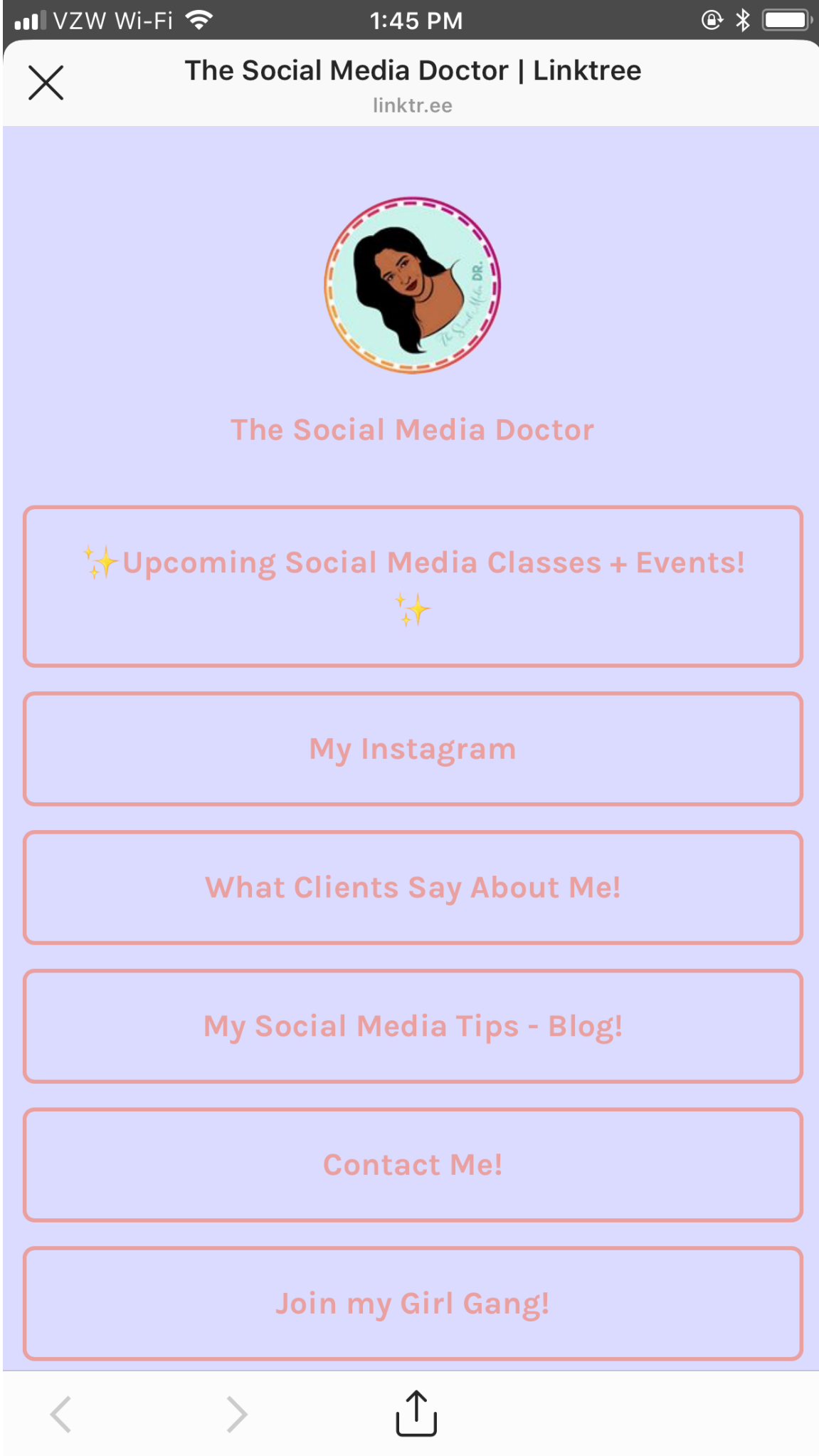
LinkTr.ee

$6 per month

Or

Free with no branding and limit on page links

Left screen (Instagram Profile)

10:48 AM · VZW Wi-Fi

thesocialmedia.doctor 9+

853	15.2K	2,654
posts	followers	following

Promotions | **Edit Profile**

Social Media Creative 🦋
Social Media Agency
🔶 Lauren Romero
🔶 The Social Media Dr
🔶 Social Media + Creative Director
🔶 Digital Brand Strategist
🔶 Biz Owner
🔶 American Title @americantitlesa
linktr.ee/thesocialmedia.doctor

IGTV · Highlight · Classes · Celfié Queen · 2018

Get Tickets | **Call** | **Email**

Call To Action!

Right screen (Choose Action)

1:48 PM · VZW Wi-Fi

Choose Action · Next

Add an Action Button

Action buttons connect your Instagram profile with other online services, so customers can interact with your business right from your profile.

Acuity Scheduling
Book

Atom Tickets
Buy Tickets

Booksy
Book

ChowNow
Start Order

EatStreet
Start Order

Eventbrite
Get Tickets

Fandango
Buy Tickets

Fresha
Book

Genbook
Book

GetSquire
Book

CONSISTENCY IS STATISTICALLY PROVEN TO BOOST GROWTH IN FOLLOWERS, ENGAGEMENT, AND BRANDING POWER.

Be consistent on what your feed is really going to provide for your followers.

CHOOSE A STYLE

➤ How do you want your overall Instagram feed to look?

➤ What kind of page do you want to have?

7 TYPES OF INSTAGRAM GRID LAYOUTS

1. Squares

2. Tiles

3. Line by Line

4. Follow the Line

5. Rainbow Feed

6. Puzzle

7. Borders

CHOOSE A COLOR PALETTE

➤ Choose 3-5 colors and stick with it, this is going to be your color palette.

THE BACKGROUND OF YOUR PHOTOS MATTER

➤ The background of your photos can make a very big difference in the photo

HOW TO CHOOSE THE PERFECT FILTER

➤ A filter will make or break your theme.

➤ Choose one filter - and stick to it!

➤ Using the same filter on all your photos is the easiest way to create a cohesive feed.

FAVORITE APPS TO ENHANCE YOUR IG GAME

➤ Planoly

➤ Over

➤ Canva

➤ VSCO cam

➤ InstaSize – for backgrounds

➤ Flyr

➤ Snapseed

➤ Instagrids

➤ Adobe: Spark Post / Spark Video

➤ Adobe: Lightroom – best filters editing

➤ Hype Type

➤ Unfold

THANK YOU!

Follow Me On Instagram:

@TheSocialMedia.Doctor

LET'S GET SOCIAL