



INSTAGRAM STORY CHECKLIST

- MEDIA:** Are you using a variety of media formats in your stories?
- FEATURES:** Are you using a variety of Instagram features in each story?
- ENGAGING:** Are you using features or text that invites engagement with your story?
- SHORT & TO THE POINT:** Are you getting your point across briefly?
- AUTHENTIC:** Is it showing a right now, authentic, slice of your life or acting career?
- HASHTAG:** Have you used between 1-10 hashtags in your story?
- EMOJIS & STICKERS:** Have you used emojis and/or stickers in your story?
- OPTIONAL:** Are you using a Geo-tag OR location when relevant?
- OPTIONAL:** If promoting your own project, have you followed the 1 in 10 rule?