

Module 1: Making The Most Of Your Instagram Profile

- 1.1. Meet your tutor, social media manager, and YouTuber, Latasha James
- 1.2. How this course will help you unleash the power of Instagram
- 1.3. Answering questions about account type: business, personal, or creator
- 1.4. Launching your identity with the all-important photo and username
- 1.5. Writing the perfect bio

Module 2: Building A Successful Content Strategy

- 2.1. Understanding Instagram's potential for your business
- 2.2. Establishing content pillars
- 2.3. Which Instagram features are right for you?
- 2.4. Content calendars, scheduling tools and posting frequency
- 2.5. Instagram engagement strategies

Module 3: Consistent And Eye-catching In-feed Content

- 3.1. Essentials of taking great photos for Instagram
- 3.2. How to edit and transform your photos
- 3.3. Hacking Instagram video strategy
- 3.4. Setting up Instagram shopping for profit
- 3.5. Algorithm-friendly best practices for managing your feed

Module 4: Unlocking The Power Of Instagram Stories And Igtv

- 4.1. Instagram Story strategy
- 4.2. The best Instagram Story apps and tools
- 4.3. How to create 'sticky' Instagram Stories highlights
- 4.4. Creating long form video content
- 4.5. Smooth publishing to IGTV

Module 5: Measuring Success And Profit

- 5.1. Understanding Instagram KPIs
- 5.2. Instagram linking strategy
- 5.3. Using Instagram Ads to reach and maximize business goals
- 5.4. Understanding Instagram Insights
- 5.5. Not the end of the learning journey. Where to next?