



Instagram Planner Writer's Edition

List your interests.
(This is not limited to writing.)

Which of your interests can you post
about on consistent bases?



Goal

How often are you able to
commit to creating content,
posting, and engaging?

What day(s) of the week
will you post and engage?
Time of day? For how long?



Don't have time to post throughout the week? No worries! Pick a day to make content for multiple posts. Then, use an app to schedule and post the content for you.

Research Instagram themes and styles.
List ones that interest you below.

Will your posts focus more on photo aesthetics or written content?

Who is your audience?



If you would rather have a feed dedicated to something other than writing, go for it! Every 10 - 20 posts you can throw a book update. For example, if you make a profile dedicated to your dog, create a post that says something like, "Look at what my owner made!" Show off your writing!

Engagement groups boost a user's posts by requiring its members to engage through a certain amount of likes, comments, and/or shares in a given time period. Some groups are large with over +200 members; others only have 5-10 members. Depending on the time and effort you wish to spend on IG engagement, you may find creating your own group with writers you know a better experience when first starting off.

Create an engagement group. Who are its members? What are the rules?

This image shows a single sheet of white paper with horizontal blue lines, resembling notebook paper. The lines are evenly spaced and run across the width of the page. There is no handwriting or other markings on the paper.

List hashtags that will boost your post.
(FYI Instagram allows for 30 hashtags per post.)

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Instagram Posts Weekly Tracker

Monday

Tuesday

Wednesday

Thursday

Friday

Saturday

Sunday

Hashtags

Notes

*Don't forget to
reward yourself!*



Instagram Posts Monthly Tracker

Notes