

THE ULTIMATE Instagram Planner

plan your best year yet



2020

welcome!

By downloading this handy planner, you're taking an important step to owning your year on Instagram. And we're here with you for the journey! Whether you're growing your business, taking your blog to the next level or committing to mastering your Instagram presence, we're cheering you on.

Your copy of the Ultimate Instagram Planner is so much more than a monthly planner. It's a journal, a progress tracker, a lesson plan and a resource to help you grow your presence on the platform.

Here's How to Get the Most Out of This Planner:

Clarify your goal for the new year, and the key steps you'll take to get there. You'll record your ultimate goal on "Your Year, Your Goal" page, and continuously check in on your progress throughout your planner.

Read the tips scattered throughout the guide for valuable insights on what works, and try them out yourself!

Explore each month's theme and practice the accompanying Instagram Skills Focus. This will help you build your Instagram know-how over the coming year!

Measure and record key Instagram insights each month to keep track of your progress and help you decipher what's working for you on Instagram.

Download any resources provided each month to help you master each skill.

Grab a free trial of Tailwind to plan each month's posts in advance. You'll also love our Auto Post feature that schedules your content at the best times, and our Hashtag Finder tool that helps you find and save the very best hashtags for your content.

 **Sign Up with Instagram**

Get started Free. No credit card required.

Make sure to visit our [blog](#) regularly to find tips, tricks, and useful how-tos when creating your Instagram content! Finally, give us a follow on [Instagram](#) and post your winning moments and jaw-dropping content inspired by this planner!

Tag @tailwindapp and use the hashtag [#TailwindInstagramPlanner](#) for an outpouring of Tailwind love - and the chance to be reposted!

monthly goals

 <i>january</i> Consistent Content	 <i>february</i> Brand Identity	 <i>march</i> Understanding Your Audience
 <i>april</i> Planning Your Feed	 <i>may</i> Hashtag Research	 <i>june</i> Compelling Captions
 <i>july</i> Driving Traffic	 <i>august</i> Building Community	 <i>september</i> Networking on Instagram
 <i>october</i> Mastering Stories	 <i>november</i> Instagram Video	 <i>december</i> Creating a Content Mix

your year, your goal

Before you dive into January, let's take a moment to envision what success will look like for you after your year of Instagram planning.

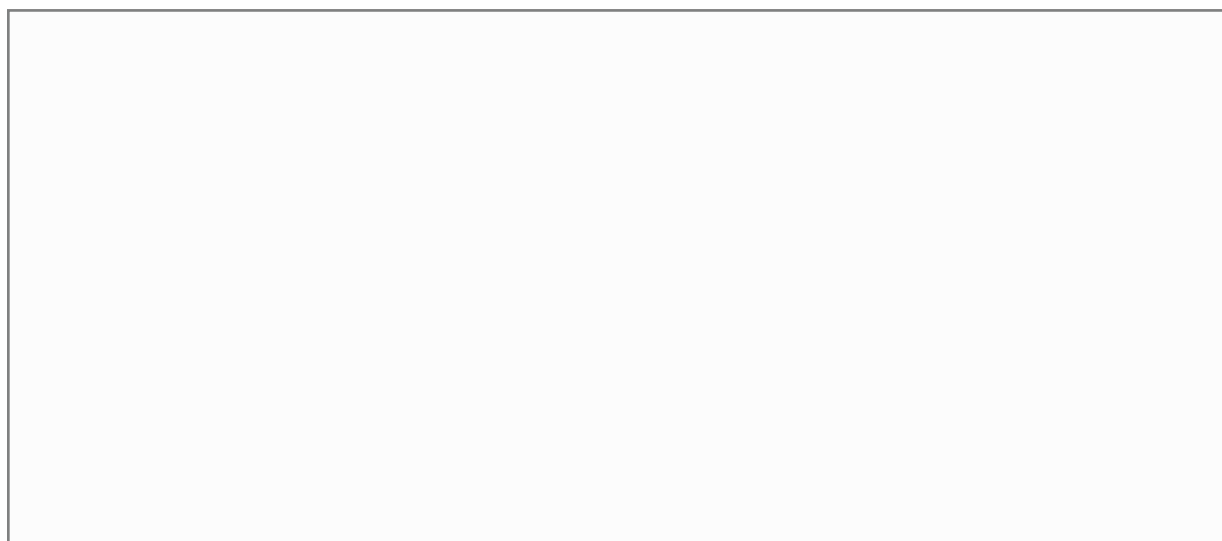
Is it growing your followers to a specific number? Is it turning your Instagram followers into customers on your website or avid readers of your blog? Perhaps it's just learning how to work Instagram in the first place!

Whatever that individual goal looks like for you, it's important to establish it before you dive in. This goal is your why. It's your North star that you'll keep coming back to month after month to assess your progress through the Ultimate Instagram Planner.

Exciting, right? We can't wait to find out what your goal is (and cheer you on loudly from the sidelines of course)!

Ready? Let's get goal-ing!

Write, Draw, Doodle, Type or Paste your Instagram goal for 2020 in the space below. After you write your goal, share it with us on Instagram by tagging @tailwindapp and using the hashtag #TailwindInstagramPlanner in your post, video or Story!



Now, think of **three actionable objectives** you can take over the year to make your goal a reality. You'll check in with these steps throughout the year, focusing on one objective for four months apiece.

Need a hint? If your goal is to drive sales from your Instagram, your objectives might look like: connecting with similar accounts to gain exposure to their audiences, optimizing your Instagram content for the perfect customer journey, and perfecting your captions to compel followers to visit your website!

objective 1: _____

objective 2: _____

objective 3: _____

Great job! Now let's turn that goal into a reality in 2020!



january

Post Inspiration

New Years Day (1st)

#nyd

#newyears

#celebrate

#goodbye2019

#newyearsday

#newyearsresolution

National Hot Tea Month (U.S./CAN)
/ National Hot Tea Day (12th)

#teatime

#tealife

#tealover

#timefortea

#cupoftea

#teaoftheday

National Handwriting Day (23rd)

#handwritten

#lettering

#handwriting

#penmanship

#calligraphypractice

My Important Post Events

Include important anniversaries, launch dates, and announcements here!

Event: _____

Hashtags: _____

Event: _____

Hashtags: _____

Why Consistent Content Is Important

Building consistency on Instagram is one of the most important tactics for growing your following and building a thriving community that helps you reach your goals.

But consistency is tough! In fact, building the habit of posting regularly on Instagram is one of the biggest roadblocks for Instagram users in general.

That's why building and maintaining consistency in your Instagram content is the focus for January. This month, you'll focus on setting your routine and building the habits of regular posting to help you succeed.

Action Items

Sign up for a [free trial of Tailwind for Instagram](#) and build a schedule of 30 days of content.

Sign up for the [Instagram Jumpstart Challenge](#) to get a headstart! Begin with a 5-day email boot camp and then 30 days of post inspiration to get you in the habit of posting!

Establish Instagram/ life balance early. Decide how much time you'd like to spend in the app daily working towards your goals, and create a plan! Read "[Confessions of an Instagram Influencer](#)" to find out how lifestyle blogger Chloe Alyse does this.

january

Reflections

Followers	Change (+/-)	Posts	Change (+/-)	Comments	Change (+/-)	Likes	Change (+/-)

What went well this month?

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How did my followers react to a more consistent posting schedule?
How can I use these insights?

On what days and times do my followers react most positively to my posts?

Goal Check: How is progress towards my goal going? What steps have I taken to accomplish my first objective, and are they paying off?

My additional thoughts:

"The most important thing when you're starting out, and the thing that led me to success was having a very clear vision, both conceptually and aesthetically, and consistency. If you maintain the course, it builds trust, and people will stick around for that." - @mynewroots, Holistic Nutritionist, 372K followers

February

Post Inspiration

Super Bowl Sunday (2nd)

#superbowlsunday54

#touchdown

#superbowl

#kickoff

#football

Valentines Day (14th)

#valentinesday

#bemine

#love

#myvalentine

#date

#datenight

National Random Acts of Kindness Day (17th)

#kindness

#spreadlove

#bekind

#bethechange

#kindnessmatters

#randomactsofkindness

Winter Theme

#cold

#brr

#snow

#wintertime

#snowflakes

#winter

#instasnow

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Establishing a Brand Identity

Defining an identifiable brand is crucial to your business and your social media presence! A brand identity encompasses the way you say things, what you talk about, and why you talk about it.

It also covers the style, colors, fonts, and elements of your content. In short, a brand identity covers how you communicate with your followers through every medium at your disposal.

It builds loyalty, establishes trust, and eliminates confusion or mixed messages - all important for success on Instagram. That's why we're focusing on strengthening your brand identity in February!

Action Items

Read Dana's handy guide to developing a **brand voice**.

Bonus: sign up for her FREE **3-part video e-course** on creating your own brand.

Next, read Dana Nicole's quick blog post "**8 Small Changes to Make to Your Instagram to Build Your Brand**" to optimize your profile with your brand voice.

Listen to Marie Forleo's podcast episode 196: "**3 Smart Branding Strategies You Should Try On For Size!**" to get an insight into how a real brand wins! You can also watch the **full video** instead.

Finally, listen to: "Finding Your It Factor" with Heather Sager **Episode 1: How To Be More Authentic With Your Communication**.

February

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My additional thoughts:

march

Post Inspiration

Employee Appreciation Day (6th)

#employeeappreciation #thankful

#mygrind #working #instajob

#ilovemyjob

St. Patrick's Day (17th)

#stpaddysday2020 #shamrock

#saintpatricksday #leprechaun

#4leafclover #stpaddys

International Puppy Day (23rd)

#puppiesofinstagram #cutepuppy

#puppyeyes #puppydogeyes

#puppy #puppykisses

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How to Understand Your Audience

Knowing exactly who you're talking to and why is an important part of your success on Instagram. If you speak to everyone, then you're speaking to no one.

Your followers will be less likely to build a personal connection, engage with your content, or follow you off the platform to your blog or sales pages.

In April, we're focusing on identifying your target audience and tailoring your messaging to them.

Here's a hint to start you off. Your ideal audience is:

- People with a need you can fill
- People who you can deeply impact
- People you truly enjoy engaging with
- People who are excited to buy what you're offering, work with your company and support your efforts!

Action Items

Download our ["10K Instagram Followers: The Complete Roadmap"](#) and read the section on finding your ideal audience.

Read our blog post on creating a [buyer persona](#).

Read this blog post from our friend Jenn Herman at Jenn's Trends: ["How to Find Your Target Audience on Instagram."](#)



march

Reflections

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My additional thoughts:

"There are a million reasons why people will be happy to pay for something from you, but your job as a marketer is to do a better job of understanding who exactly your market is, what the problems they want solved are, and then becoming the best marketer you can possibly be in marketing your ass off to get them in." - @marieforleo, Entrepreneur & Business Coach, 508K followers

understanding your audience



april

Post Inspiration

April Fools Day (1st)

#funnypictures

#aprilfools

#pranks

#jokes

#funny

Siblings Day (10th)

#family

#brother

#sister

#brotherlove

#sisterlove

#siblingsday

#siblings

Easter (12th)

#easter

#eastersunday

#sundaybrunch

#eastereggs

Earth Day (22nd)

#earthday

#gogreen

#recycle

#earthdayeveryday

#motherearth

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How to Plan Your Feed

Adding a visual theme to your feed is one of the most effective ways for growing your following on Instagram and engaging your followers.

Themes make your content easy to recognize, even when your logo is nowhere in sight. Plus, they create a unique visual appeal that will attract followers more quickly and effectively than a random mish-mash of content that may or may not flatter your other images!

April is devoted to researching, finding and establishing a cohesive feed theme that fits your content and goals. Don't feel pressured to adopt a theme that isn't genuine to you - with a little legwork and a lot of inspiration, you can find the perfect theme for your feed.

Action Items

Read Katie's post for the basic rules for [structuring an Instagram feed theme](#) so you can plan your approach.

Check out our roundup of [20 Instagram feed theme ideas](#) to find a style that works for your content!

If you plan to use filters or [presets](#) (we love these presets by Dana Nicole!), make sure you download and install your presets or get an app to create them like [LightRoom](#), [VSCO](#) or [A Color Story](#).

Begin practicing with your feed by uploading drafted images to Tailwind and seeing how they look in our [9-Grid Preview](#) tool! You can arrange and rearrange your images for the most cohesive look possible.



april

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My additional thoughts:

"Feeds with very CLEAR themes such as specific filters tend to produce amazing results and fast-growing subscriber counts...my tip is to carefully think about whether you want to introduce a full theme or whether you want to leave yourself more room for change and inspiration. However once decided, stick to it!"

- @whatskatieupto, Blogging Coach, 7.8K followers

planning your feed



may

Post Inspiration

National Tourism Day - U.S. (7th)

#globetrotting #tourism #travel

#traveltheworld #passportready

#travelblogging #traveling

Mothers Day - U.S. (10th)

#mothersdaygift #motherslove

#lovemom #momlife #instamom

#mothersday #familytime

World Day for Cultural Diversity (21st)

#culture #heritage #oneworld

#tradition #embracediversity

#diversityandinclusion

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How to Research Hashtags

Jenna Kutcher said it best: "Essentially, Hashtags are like Instagrams huge filing cabinet, and each hashtag is it's own filing folder."

Hashtags are a way to streamline, sort and easily find content on Instagram - both for you, and your prospective community! Using the right hashtags based on specific industry, niche and/ or location qualities can help followers and customers find your content and connect with you!

That's why May is devoted to hashtag research- so you can find the best hashtags for your content and get in front of the users who are already looking for you!

Action Items

Podcast alert! Tune in to episode 308 of Jenna Kutcher's Goal Digger Podcast: **"The Instagram Hashtag Deep Dive You've Been Waiting For"** to find out hashtag do's and don'ts as well as strategic tips you need.

Experiment with Tailwind's **Hashtag Finder** tool to search the best hashtags for your most common content types, and save them into ready-to-use lists to make your scheduling flow even easier.

Read our top-performing blog post **"The One Hashtag Strategy That Works For Anyone"** to begin building your own hashtag strategy.

Follow hashtags related to your industry for a constant flow of post inspiration in your feed.

may

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My additional thoughts:

"Hashtags can be used to get incredible results on social media because they allow you to categorize and label your images. That way, they show up in searches and enable you to connect with other content and people within that same category." - @jennakutcher, Marketing Coach, 862K followers

hashtag research

june

Post Inspiration

Gay Pride Month

#pride #lgbtplus #equality

#gayrights #loveislove

#lgbtcommunity #lovewins

World Environment Day (5th)

#mothernature #environment

#gogreen #sustainability

#bethechange #consciousliving

Father's Day - U.S. (21st)

#fathersday #fatherhood

#dadlife #father #parentlife

#proudfather #parenthood

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Hashtags: _____

How to Write Compelling Captions

A picture is worth a thousand words, and Instagram is a visual platform. However, that doesn't mean you shouldn't devote plenty of attention to your caption!

Your captions are there to tell the rest of the story that your photo or video tells. It builds a connection with your followers, gets buy-in, and ultimately encourages those followers to take action.

This month, we're focusing on all things caption - from learning to be a master storyteller to making effective calls to action (CTA) that drive traffic and sales.

Action Items

Read "[5 Clever Ways to Promote Your Blog Posts on Instagram](#)" for real life caption inspiration and tactics.

Next, read "[How to Write Instagram Captions That Sell](#)" from Dana Nicole for some must-know tips on calls to action (CTA) that drive product interest!

Listen to the Heart & Hustle Podcast episode #6 "[How to Write Instagram Captions That Don't Suck.](#)"

Do some Instagram research and evaluate some of your favorite accounts and their captions. What resonates? What doesn't? Take notes!

june

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Goal Check: How is progress towards my goal going? What steps have I taken to accomplish my first objective, and are they paying off?

My additional thoughts:

"Writing captivating content allows the opportunity for you to express yourself verbally and send a specific message to your following and potential consumers. You want your followers to understand who you are as a human being. You want to build the like, know, trust factor with them."

- @socialsavvyinfluencer, Business Mentor & Branding Strategist, 2.6K followers



TRY TAILWIND FREE

Stop Guessing & Start Growing on Instagram

Supercharge your Instagram marketing! Find your best times to post and recommended hashtags to drive engagement.

 Sign Up with Instagram

Get started Free. No credit card required.



july

Post Inspiration

Independence Day - U.S. (4th)

#starsandstripes

#fourthofjuly

#redwhiteandblue

#4thofjuly

#independenceday

Bastille Day - France (14th)

#bastille

#égalité

#france

#bastilleday

#francelovers

#liberteegalitefraternite

International Day
of Friendship (30th)

#friendshipday

#friendsforlife

#friendsoftheworld

#bestfriends

#friendshipismagic

#friends4ever

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Driving Traffic from Instagram

Moving people from Instagram to a website out of the platform is tough, it's true. That's why we've been working on skills to improve our reach and understand exactly how to build confidence and trust in our following in the beginning of the year.

In July, you'll be focusing on bridging the transition for your followers from Instagram to your website - or your physical location!

This month, you'll connect all the dots and explore how to help your followers take the next step. Check out our action items for some important resources that can help you drive traffic from Instagram!

Action Items

Read our complete guide on [driving traffic from Instagram](#).

Listen to our podcast episode ["5 Clever Ways to Drive Traffic From Instagram."](#)

Selling products? Check out our post ["Selling On Instagram Decoded: How to Earn More in 2020."](#)

Set up your FREE [Smart.bio](#) to create a custom landing page that houses all the links you want your followers to visit - right in your Instagram bio! Experiment with custom CTAs, button links and post image links to find the combination that works for your followers!



july

Reflections

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My additional thoughts:

"We are lucky to have real stores as well as our online shop and Instagram gives a great opportunity to connect them all. The stores have a special slot in our weekly story plan so we can show our followers what they can experience in our stores." - @gustileder, Specialty Retailer, 59.3K followers

august

Post Inspiration

International Beer Day (7th)

#instabeer

#beeroftoday

#beerlife

#beersofinstagram

#beerlovers

#instacerveza

Book Lovers Day (9th)

#bookshelf

#iloveread

#igbooks

#goodreads

#instaread

#bookworm

#bookstagrammer

National Dog Day (26th)

#nationaldogday

#ilovemydogs

#mansbestfriend

#dogday

#mustlovedogs

#bestdogever

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Building Your Community on Instagram

Thousands upon thousands of followers mean very little if they're not engaged with you and passionate about your brand. That's why it's important to forge connection with your followers, and build loyalty through a meaningful relationship!

The focus for August is building your community. This month, you'll build engagement with your followers, start conversations in the comments and create content that your community is passionate about!

Action Items

Read our blog post "[5 Ways to Spark Endless Engagement With Instagram Stories.](#)"

Instagram research time! Watch Instagram Stories and peruse captions from your favorite accounts to see how followers are interacting with their content - and what types!

Experiment with asking your followers for help, advice or feedback - and highlight the results in a feed post or a Story!

If it's available to you, repost some user-generated content or feedback and tag the user who created it! The [Tailwind browser extension](#) makes this easy - you can add an image to your drafts with automatic attribution!

august

Reflections

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My additional thoughts:

"That beginning period when you're still growing is when to focus on building community. It might feel silly if it's just you and a few people, but you know what, that's where everybody starts and that's the most special time to build it! After you grow a larger following, it gets harder to interact with everyone." - @chloealysse, Lifestyle Blogger, 33.5K followers

september

Post Inspiration

Labor Day (7th)

#ldw

#labordayweekend

#laborday

#longweekend

Day of Peace (21st)

#peace

#dayofpeace

#worldpeaceday

#peaceday

International Coffee Day (29th)

#nationalcoffeeday

#coffeelovers

#coffee

#instacoffee

#caffeine

Fall Fashion

#sweaterweather

#fallfashion

#firstdayoffall

#sweaterbasic

#fall

#fallstyle

#autumn

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How to Network on Instagram, and Why You Want To

We have a tendency to fixate on what we can do (and post!) on Instagram to grow our accounts and forget that other accounts can be instrumental in our journey.

When you connect and collaborate with similar accounts in your niche or industry, you gain access to an ally - and their audiences!

That's why we're focusing on Networking on Instagram in September. More specifically, connecting with other accounts, collaborating, and Instagram takeovers!

Action Items

Read "[Run an Unforgettable Instagram Takeover in 5 Steps](#)" for takeover inspo.

Check out this article from Virtual A Team for the basics on [Instagram networking](#) - and how to find accounts relevant to your niche!

Want networking tips from top accounts actually using Instagram to network? Skim this [article](#) from The Zoe Report.

Make a list of 5-10 accounts in your niche you'd like to connect with. Outline a plan to interact with them through comments and DMs to develop your relationship!

september

Reflections

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My additional thoughts:

"Instagram is a great place to find a community based on your interests, both professionally and personally. It's a safe space to reach out to someone and say, 'Hey, I love what you're doing. Let's connect!' If you use it as a tool for self expression and for showing people what you're all about, that opens up the opportunity to connect with like-minded individuals. It's very powerful in that way." - @swimsocial, Social Media Agency, 6.4K followers

october

Post Inspiration

Bosses Day (16th)

#boss #bossesday #business

#businessman #bestboss

National Cat Day (29th)

#catlover #nationalcatday

#cat #cutecat #catsofgram

Halloween (31st)

#halloweencostume #halloween

#hauntedhouse #trickortreat

Pumpkin Carving

#pumpkin #jackolantern

#pumpkinpatch #pumpkin carving

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Become a Master at Instagram Stories

Instagram Stories are a powerful tool for building engagement and interacting with your followers on a more personal level.

From fun stickers, polls, quizzes and questions, Stories offers a unique way to talk to your followers not found anywhere else on the platform.

Plus, Stories posts and videos only last for 24 hours - allowing you to be far less polished and authentic than you would be on your Instagram feed.

That's why we're focusing on mastering Stories this month - in particular, experimenting with new ways to showcase your brand and interact with your followers!

Action Items

Download the [Instagram Story Starters](#) from Tailwind and challenge yourself to create Stories using all 20 prompts!

Read "[Instagram Stories: Your Key to Growth, Sales and Engagement!](#)"

Read "[8 Instagram Story Tricks to Dazzle Your Followers for fresh inspiration!](#)"

Listen to the Tailwind Podcast episode: "[Next Level Stories: How to Spark Endless Engagement with Instagram Stories!](#)"



october

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My additional thoughts:

"Many users report they love watching Stories more than the endless "scroll" of their feed. Get creative with your Stories. Take your followers behind the scenes and show them the most interesting parts of your day. Ask questions. Use polls, quirky GIFs, and music. Play with filters and Boomerangs."
- @melyssa_griffin, Entrepreneur & Business Coach, 57.9K followers

november

Post Inspiration

Dia De Los Muertos (1st)

#skulls

#diadelosmuertos

#dayofthedeath

#sugarskulls

Veterans Day (11th)

#militarylife

#veteransday

#troops

#veterans

#patriots

Thanksgiving (26th)

#nap

#turkeytime

#turkey

#thanksgiving

#thankful

Black Friday (27th)

#sales

#deal

#discounts

#blackfriday

#shopping

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How to Use Instagram Video

Instagram video is a powerful content type. In fact, the introduction of video onto Instagram extended the average user time in the app by 28 minutes!

That's 28 additional minutes that your followers could be engaging with your content, learning about your products and even visiting your website.

That's why November's focus is all about Instagram video. Goal to learn the ins and outs of each type of video on the platform this month using our action items, and experiment with creating your own videos!

Action Items

Read our complete guide to the [required Instagram sizes and dimensions](#) for each video type.

Check out our article on "[How Instagram Video Will Help You Crush These 6 Marketing Goals.](#)"

Read this guest post from wave. video on [creating video posts](#) your followers will love.

Listen to The Goal Digger Podcast [episode 307](#) from Jenna Kutcher for a real take on IGTV.

Watch Ileana Smith's video full of hacks for Instagram video "[New Ways to Promote Your Podcast on Instagram.](#)" (Psst... this also applies to any type of content creator!)

Challenge yourself to include video in your posting plan this month - you can upload and schedule video with Tailwind!

november

Reflections

Followers	Change (+/-)	Posts	Change (+/-)	Comments	Change (+/-)	Likes	Change (+/-)

What went well this month?

What can I do better to accomplish consistent posting on Instagram?

How did my followers react to a more consistent posting schedule?
How can I use these insights?

On what days and times do my followers react most positively to my posts?

Goal Check: How is progress towards my goal going? What steps have I taken to accomplish my first objective, and are they paying off?

My additional thoughts:

"If you're any kind of content creator... you want to get involved with Instagram. You want to start growing a community over there because they are releasing some of the most powerful promotion tools available (IGTV)."

- @ileane, Content Creator 2.8K followers

december

Post Inspiration

Hanukkah (10th-18th)

#hanukkah

#chanukah

#happyhanukkah

#familytime

#menorah

Christmas (25th)

#xmas

#christmasdecorations

#christmastree

#christmas

New Years Eve (31st)

#nye

#dec31

#newyears

#newyearsparty

#newyearseve

Holidays

#parties

#happyholidays

#presents

#holidays

#santa

My Important Post Events

Include important anniversaries, launch dates, and announcements here!

Event: _____

Hashtags: _____

Event: _____

Hashtags: _____

Creating a Content Mix That Works

Congratulations! You're almost to the end of the year, and you've collected a ton of important tools to take your Instagram marketing to the next level!

The last tool you'll cover in December is creating a content mix. While you could find great success strictly using normal feed posts, you may be missing out on an opportunity to use different content types to connect, drive traffic, and boost your engagement.

This month, you'll put all your skills into action perfecting the perfect content mix for your needs - from carousel posts, to Instagram video, to Stories, and more!

Action Items

Read this quick guide to [making carousel posts](#) from Social Chefs.

Check out Instagram's tips for creating photos and videos to [captivate your audience](#).

Plan out your month of content in advance, separating your topics into short feed video opportunities, carousel opportunities, IGTV video opportunities, and Instagram Story topics! You can schedule all of these (except IGTV videos) with [Tailwind Desktop Publisher](#) OR Tailwind Mobile!

december

Reflections

Followers	Change (+/-)	Posts	Change (+/-)	Comments	Change (+/-)	Likes	Change (+/-)

What went well this month?

What can I do better to accomplish consistent posting on Instagram?

How did my followers react to a more consistent posting schedule?
How can I use these insights?

On what days and times do my followers react most positively to my posts?

Goal Check: How is progress towards my goal going? What steps have I taken to accomplish my first objective, and are they paying off?

My additional thoughts:

"Consider all your options -- carousel posts to get people swiping through your photos and vidos, stories to capture real-time moments, videos to grab people's attention, and more -- to make sure you get your message across."
- Instagram

you made it!

Congratulations! You made it through another year on Instagram and (hopefully) sharpened your skills along the way!

Changes on Instagram are inevitable - from algorithm updates to new features, and even emerging trends - but the key skills contained in the pages of this planner will always be relevant in helping you grow your business on Instagram.

Before you triumphantly close the pages on your 2020 Instagram Planner, why not look back at the statistics you noted every month? Did you notice any trends or changes, or positive responses from your followers that might influence how you approach your Instagram content in the new year?

You can manage your Instagram content with ease - and give yourself plenty of room to experiment with new content types and trends - by using Tailwind for Instagram! As an official Instagram partner, our tool is optimized with you and your Instagram business goals in mind.

From scheduling features to formatting options and more, Tailwind can help you grow on Instagram. If you haven't already, make sure to download a [free trial of Tailwind for Instagram](#) plus get a free month when you upgrade!



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