

INSTAGRAM BRAND WORKSHEET

DEFINE YOUR BRAND. WHAT IS YOUR BRAND ABOUT?

Three horizontal light orange bars for defining the brand.

LANGUAGE

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TONE & CHARACTER

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ACCOUNTS THAT YOU LIKE THE STYLE OF

@ _____
@ _____
@ _____

IG GOAL?

Light orange box for IG goal.

#HASHTAGS (UP TO 30)

Large light orange box for listing hashtags.