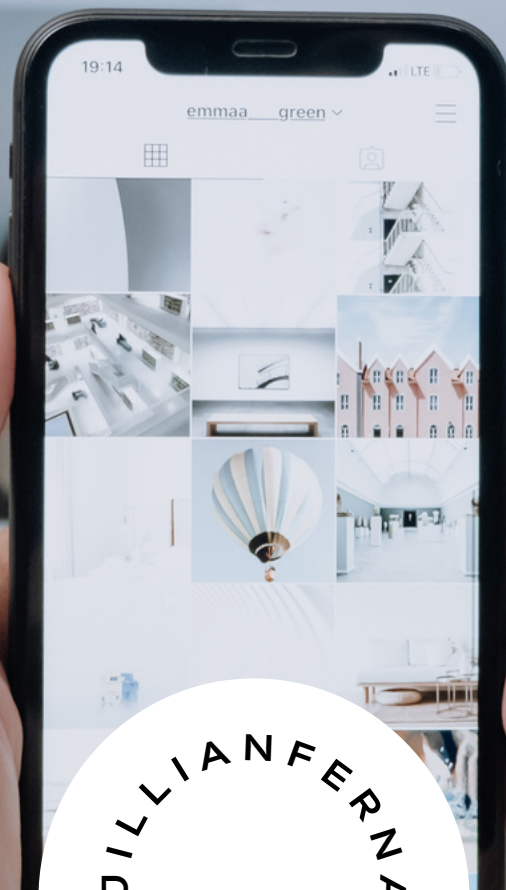




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# OPTIMIZING YOUR TEACHERGRAM PROFILE AND POSTS

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*for teacherpreneurs*

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# Hi, friend!

I'm SO EXCITED you're here ready to optimize your teachergram profile and posts! I am THRILLED you chose to invest your time and energy in this resource, and I promise that it will provide a ton of value to your teacherpreneur journey on Instagram!

## LET'S GET THIS PARTY STARTED...

Instagram isn't just a social platform; it's your teacherpreneur brand hub! Join me on this adventure as we unwrap these strategies specially curated to guide you through the ins and outs of building and growing your personal brand on Instagram. It's like having a chat with a fellow teacherpreneur, sharing tips and tricks to make your presence shine. Let's dive in and turn your Instagram into a powerhouse for your teacher business!

## HERE'S A GLIMPSE OF WHAT WE'LL COVER:

- **The Four Pillars of Instagram Success:** Discover the key elements that will help you grow, engage, and convert on Instagram! These four essential pillars will give you a clear roadmap to success so you can stand out, attract the right audience, and build a thriving teacher brand.
- **Audit Your Profile: Is Your Instagram Set Up for Success?** Before you start creating content, make sure your profile is working for you—not against you! In this section, you'll analyze your bio, profile picture, and overall branding to see if you're on the right track or if it's time for a refresh. You'll also get clear steps to optimize your profile for maximum visibility and engagement.
- **Mastering Instagram SEO & Keywords:** Did you know that Instagram is becoming a search engine just like Google? That means keywords matter more than ever! You'll learn how to use strategic keywords in your bio, captions, and hashtags to make sure your content reaches the right people... without relying on the algorithm alone.
- **Why SEO is a Game-Changer on Instagram:** SEO isn't just for websites! In this section, you'll discover why Instagram SEO is a must-have strategy for increasing your visibility. You'll learn exactly how to optimize your profile and posts so new followers and potential customers can find you faster!

# THE FOUR PILLARS OF TEACHERGRAM SUCCESS

Ready to crack the code of growing on the Teachergram? You'll need to master the Four Pillars of Insta-Success: Content, Community, Consistency, and Conversion. These powerful elements hold the key to unleashing your inner influencer and dominating the 'gram!



## THE BREAKDOWN:

**Content:** This is the bedrock of your Instagram strategy. Your content - images, videos, and stories - should be high-quality, visually appealing, and relevant. Make sure it aligns with your overall brand and messaging. Using the post, carousel, and reel templates provided in the toolkit can also help you create content more easily in a cohesive way to ensure your brand stands out and makes an impact! Be sure to check those out.

**Community:** Success on Instagram is about fostering a sense of community. Engage with your followers, respond to their comments, and participate in relevant conversations. Collaboration with influencers in your niche can also be a great way to grow your community.

**Consistency:** Regular posting and a consistent theme are crucial on Instagram. This keeps your followers engaged and signals to Instagram that you're a reliable user. A content calendar can be a handy tool for maintaining consistency. Check out the Google Sheets Content Calendar template and the Year Long Content Calendar provided in the toolkit to help streamline this process.

**Conversion:** The ultimate goal is to convert your Instagram followers into customers or clients. This could involve promoting your services, directing people to your website, or utilizing Instagram's shopping features.

Let's explore how to really make these pillars work in an authentic way, that feels right for YOU and all you want to achieve on the 'gram!

# ACTIONABLE STEP

## CREATING EFFECTIVE PILLAR STRATEGIES

To see real growth on Instagram, you need a plan! Each of the Four Pillars of Teachergram Success (Content, Community, Consistency, and Conversion) plays a key role in building your brand and turning followers into engaged fans and customers.

### How to Use This Table:

- For each pillar, brainstorm and write down the strategies or action steps you'll take to implement that pillar in your own Instagram strategy.
- Need ideas? Use the guiding questions below to help you fill out each section.
- In each box, write down your personal strategy for how you'll implement that pillar. You can list action steps, key focuses, or even ideas you want to test!
- The more specific you are, the easier it will be to follow through.

|             |                                                                                                                                                                                                                                                                                                                                                                                                                        |  |
|-------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|
| CONTENT     | <b>What type of content will you create, and how will it align with your brand?</b> <ul style="list-style-type: none"><li>• What are 3-5 core content themes you'll focus on? (e.g., classroom tips, resources, behind-the-scenes, teacher humor)</li><li>• What content formats will you use? (Reels, carousels, single posts, stories)</li><li>• Will you use a content calendar to plan posts in advance?</li></ul> |  |
| COMMUNITY   | <b>How will you build and engage with your audience?</b> <ul style="list-style-type: none"><li>• How often will you interact with your followers (comments, DMs, stories)?</li><li>• Will you collaborate with other teacher accounts? If so, who are 3 people you'd love to connect with?</li><li>• How will you encourage engagement? (polls, Q&amp;A boxes, responding to comments, etc.)</li></ul>                 |  |
| CONSISTENCY | <b>How will you stay consistent with posting and engagement?</b> <ul style="list-style-type: none"><li>• How many times per week will you post?</li><li>• What days/times will you show up in Stories?</li><li>• What tools will you use to help with consistency? (scheduling apps, content batching, templates)</li></ul>                                                                                            |  |
| CONVERSION  | <b>How will you turn followers into customers?</b> <ul style="list-style-type: none"><li>• What are you promoting (TPT store, courses, memberships, coaching, etc.)?</li><li>• How will you drive traffic to your offers? (Link in bio, DMs, Instagram Lives, etc.)</li><li>• How will you make selling feel natural and not "salesy"?</li></ul>                                                                       |  |

# SELF-AUDIT YOUR PROFILE

As you put in the effort to grow your personal brand as a teacher on Instagram, it's important to **audit your profile regularly**. Making sure that your profile is up to date and on target for your niche audience is extremely important for you to be able to hit your goals.



## THE BREAKDOWN:

### PROFILE ANALYSIS

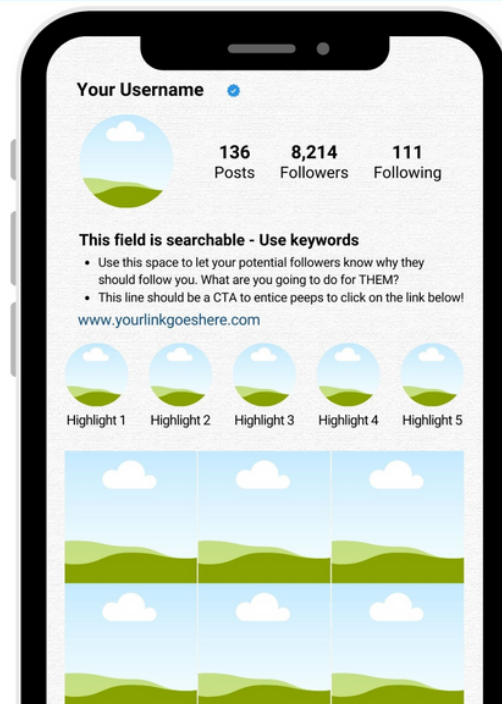
- **Profile Bio:** Ensure it clearly represents who you are or what your brand is about. It should include relevant keywords and a call to action if applicable.
- **Profile Picture:** Check if it's high quality and represents your brand or personality well.

### CONTENT REVIEW

- **Quality of Posts:** Assess the quality of your images or videos. Are they high resolution and visually appealing?
- **Consistency:** Look at how often you post and whether it's consistent. You should try to make a schedule you can stick to.
- **Engagement:** Check likes, comments, and shares to understand which types of posts are most engaging for your audience.
- **Captions:** Evaluate if your captions are engaging, relevant, and include effective calls to action or hashtags.

### OPTIMIZE YOUR PROFILE TO MATCH YOUR BRAND STYLE

Get a preview of what your profile will look like to potential followers by adding your info and images below.



CLICK HERE TO GET YOUR PROFILE OPTIMIZATION TEMPLATE

# BASIC HASHTAG STRATEGY

Yes, hashtags are still relevant for your content discoverability on Instagram, and when combined with SEO (Search Engine Optimization) techniques, they can significantly amplify your reach. Now, strategically using hashtags and SEO keywords will help you increase your visibility and attract followers who are genuinely interested in your content.



## THE BREAKDOWN:

### WHAT ARE YOU CURRENTLY USING?

- **Review the hashtags you are using.** Are they relevant and helping you to reach a broader audience? You want to avoid using overly generic hashtags and be sure you are only using content related to your particular niche.

### AVOIDING COMMON PITFALLS

- **Avoid Overuse:** Don't use too many hashtags in a single post; Instagram allows up to 30, but using around 5-10 relevant hashtags can be more effective.
- **Steer Clear of Banned Hashtags:** Some hashtags are banned or flagged by Instagram. Using these can negatively affect the visibility of your posts. (pro tip: [check here](#) for banned hashtags!)

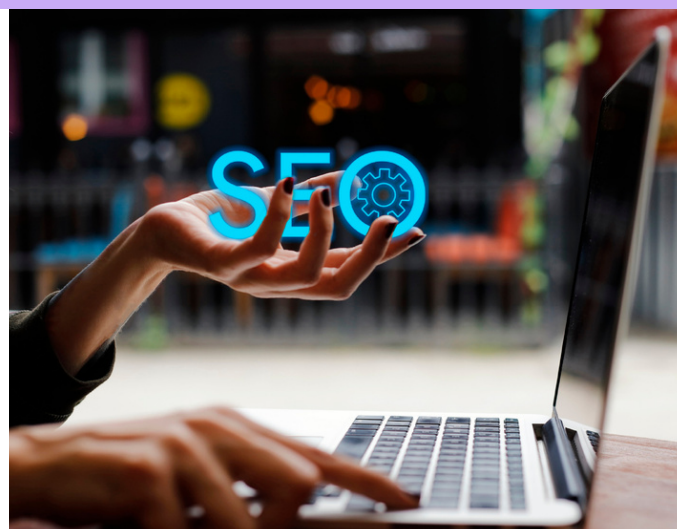
### STAY UPDATED

- **Regularly Update Your Hashtag Lists:** Hashtag trends can change quickly. Regularly update your list of hashtags to stay relevant.
- **Follow Hashtag Changes:** Instagram periodically updates its algorithm and rules regarding hashtags. Stay informed about these changes to optimize your hashtag strategy.

# IS SEO IMPORTANT ON INSTAGRAM?

**SEO on Instagram has become increasingly important over the last several years, and now more than ever it is such a crucial piece to getting your content to the right audience.**

This means that the actual words you choose (not just the hashtags) to put in your captions, alt text, etc. are extremely important.



## THE BREAKDOWN:

### HOW DO I KNOW WHAT TO WRITE?

- Include relevant keywords or phrases in your Instagram username, bio, and captions. These keywords should reflect the content of your post and the interests of your target audience. That account you follow that had a viral post? Check out what they included in their caption!

### DON'T AVOID ALT TEXT

- You've probably heard how important alt text is on blog posts, but did you know it's equally as important to use on Instagram? Be sure to always include alt text on your photos.
- Don't be too broad with your alt text - be sure to be as specific as you can.

### GEO-TAGGING

- Even if your content is not local, you should still play around with tagging your location! Test to see how well those do vs. ones you do not tag.

### BE NATURAL

- You definitely don't want your content to look like it's stuffed with keywords. To avoid this, make sure to incorporate your keywords as organically as possible.

# USING KEYWORDS EFFECTIVELY

Cracking the code of keywords is key in the social media game! Hashtags have long been the go-to for search, but there's a whole world of keyword strategies that can help your posts be seen by a broader audience of peeps in your target audience. With the right words, you can reel in the right crowd, boost your visibility, and get your message out to the masses.



## THE BREAKDOWN:

### KEYWORD SIGNIFICANCE:

Keywords on Instagram are primarily found in your username, bio, captions, hashtags, and your text directly on your posts and/or videos. They help categorize your content and make it discoverable to users interested in those topics. So you want to ensure you're ALWAYS using keywords in your captions, on your posts, and in your text on screen in your reels.

### CAPTION KEYWORDS:

- Instagram's search algorithm can index words in your captions. So be sure to include keywords and hashtags in your caption, NOT in your comments. Your comments are not searchable.
- Start captions with the most important keywords for better effectiveness.

### AUDIENCE LANGUAGE AND TRENDS:

- Pay attention to the language your audience uses. This can include specific jargon, slang, or terminology pertinent to your niche.
- Stay updated with trending keywords and phrases related to your niche and incorporate them into your content.

### ENGAGE WITH KEYWORDS:

- Engage with other posts that use similar keywords. This can increase your visibility within those keyword circles.

# Notes