

INSTAGRAM STRATEGY LOG

CAMPAIGN PERIOD: _____
HANDLE: @_____

DATE / TIME	FORMAT	CONTENT PILLAR	HOOK / CAPTION CONCEPT	CALL TO ACTION	STATUS
	Reel				Done
	Carousel				
	Image				
	Reel				Done
	Carousel				
	Image				
	Reel				Done
	Carousel				
	Image				
	Reel				Done
	Carousel				
	Image				

DATE / TIME	FORMAT	CONTENT PILLAR	HOOK / CAPTION CONCEPT	CALL TO ACTION	STATUS
	Reel				Done
	Carousel				
	Image				
	Reel				Done
	Carousel				
	Image				

WEEKLY GOALS & KEY METRICS

OBSERVATIONS / ENGAGEMENT NOTES