



THE INFORMATION SHARED IN THIS DOCUMENT IS EXCLUSIVE PREMIUM CONTENT + TRAINING FOR THE YES SUPPLY INSIDERS.

SHARING THIS IS STRICTLY PROHIBITED TO RESPECT THOSE WHO ARE PAYING FOR THIS PREMIUM SERVICE AND EDUCATION.

THOSE WHO WISH TO VIEW THIS CONTENT PLUS GET ACCESS TO OUR CONSTANTLY GROWING CONTENT + SUPPORTIVE COMMUNITY CAN GET ACCESS AT [WWW.YESSUPPLY.CO/INSIDERS](http://WWW.YESSUPPLY.CO/INSIDERS)

# HOW TO AUDIT YOUR INSTAGRAM

## REMEMBER YOUR OVERARCHING GOAL

Always ask yourself:

What is your strategy?

Who Is Your Target Audience?

What Problem Do They Have?

How Do You Help Them Solve It?

And keep this underlying everything that you do

## KNOW YOUR TARGET AUDIENCE + DISCOVER HOW TO TALK TO THEM

You should be able to answer all of these questions about your target client:

How Old?

What Is Her Education Level?

What Are Her Interests?

What Are Her Problems?

Where does she live?

Where does she spend her time?

What Products Is She Interested In?

What's Her Lifestyle?

## DEFINE YOUR AESTHETIC AND LANGUAGE

Create a seamless aesthetic that fits in with the product you sell or your brand  
Ensure that it is visually appealing to your target customer

Choose a tone of voice that your target client will respond to  
Stay away from jargon...be human and don't be afraid to be a little sassy



## AUDIT:

### PROFILE PICTURE

If you're a small business owner, use a profile picture of yourself to connect with your customers

Use a profile picture that stands out against the rest- try incorporating bright colors

### BIO

Try to let your bio explain the following:

Are followers in the right place? Explain your target audience

What's your purpose? What's your movement?

Where can they find you?

Give them a prezzie. You love them right?

What's in it for them?

### COLOR STORY + WHITE SPACE

Keep a consistent and cohesive color story to draw viewers in

Use apps like vsco cam to help you keep filters consistent

Use empty space to create a clean cohesive space



@yessupply



@cestmaria

## KEEP DISCOVERABILITY IN MIND

Everytime you post, look for opportunities to:

Use Geo-tags- If your picture taken where your target client spends their time

Tag Relevant Grammers- Does your image include products from a brand or blogger?  
This create an opportunity for a regram

## SOCIAL MEDIA IS SOCIAL

Comment and engage with others on IG who could potentially be your target client.

The people who would love you, and your brand are those who are already liking, commenting and following others in your industry or with similar content.

## CREATE A BALANCE OF CONTENT

Create Shareable Content- Ask yourself, would anyone else want to post this to their own feed?

Some of your posts should be educational and help solve a problem

Some should be inspirational



# HASHTAG STRATEGY GUIDE

## HASHTAGS ARE AN ESSENTIAL KEY PIECE TO YOUR STRATEGY

### HASHTAG TIPS:

Use all 30 hashtags given to you

Add your hashtags in a comment under your caption to make your posts look cleaner

You can use \*dots\* to help you discreetly hashtag. Example ----->

Be strategic with your hashtags and use the right ones depending on the type of post you're putting up

Post your hashtags up as soon as you post, since the most recent hashtags are the most noticeable in the discover feed

Use 'boutique' hashtags. Boring hashtags like #fashion and #food are not going to help you get discovered and are the 'walmart' of hashtags. Use boutique style to connect with your niche target audience.

\*to understand how to use these, watch the social media audit workshop in the insiders portal



# HASHTAGS FOR THE HEALTH + WELLNESS INDUSTRY

#tablesituation  
#onthetableproject  
#onmytable  
#yogagram  
#myyogalife  
#eatgood  
#eatgoodfeelgood  
#iamwellandgood  
#eattherainbow  
#eatyourveggies  
#wholefood  
#foodismedicine  
#eatrealfood  
#wellandgood  
#minimalistbaker  
#dairyfree  
#allvegan  
#eatclean  
#fitfood  
#foodandflatlay  
#handsinframe  
#cleandiet  
#cleaneating  
#cleanfood  
#guiltfree  
#ahealthynut  
#healthytreats  
#refinedsugarfree  
#morningslikethese



# HASHTAGS FOR BOSSES

#womeninbusiness  
#yessupply  
#socialmedia  
#fempreneur  
#femaleentrepreneur  
#ladyboss  
#enjoythelittlethings  
#girlboss  
#bossbabe  
#womenempoweringwomen  
#wearetheclique  
#creativeentrepreneur  
#inspiration  
#bosswoman  
#womeninbiz  
#womenentrepreneurs  
#femaleentrepreneur  
#entrepreneurlifestyle  
#buildyourempire  
#instagramforbusiness  
#savvybusinessowner  
#liveauthentic  
#thatsdarling  
#inspiredwomen  
#workfromhome  
#mycreativebiz  
#creativepreneur  
#creativeentrepreneur  
#thegirlgang  
#blogsociety



## HASHTAGS FOR BOSSES (Cont'd)

#communityovercompetition  
#flashesofdelight  
#calledtobecreative  
#chasinglight  
#creativepreneur  
#creativityfound  
#designisinthedetails  
#entrepreneurlife  
#makeithappen  
#sayyestosuccess  
#solopreneur  
#thegirlgang

## LIFESTYLE HASHTAGS

#ohwowyes  
#tasteintravel  
#theeverydayproject  
#tuesdaystogether  
#womencrushwednesday  
#morningslikethese  
#nothingisordinary  
#pursuepretty  
#butfirstcoffee  
#cupsinframe  
#enjoythelittlethings  
#myunicornlife  
#thoughtoftheday





## HASHTAGS FOR SOCIAL MEDIA MANAGERS/ COACHES

#socialmediastategy  
#socialmediatips  
#calledtobecreative  
#chasinglight  
#creativepreneur  
#creativityfound  
#designisinthedetails  
#entrepreneurlife  
#makeithappen  
#sayyestosuccess  
#solopreneur  
#thegirlgang

## HASHTAGS FOR YOGIS

#yogagram  
#feeltheyogahigh  
#yogadaily  
#practicedaily  
#igyogadaily  
#yogisofinstagram  
#morningslikethese  
#myyogalife  
#getbendy  
#practiceyogachangeyourworld  
#yogaeverydamnday  
#yogainspiration  
#yogalove  
#igyogafam



# HASHTAGS FOR FASHION INDUSTRY

\*there are many different avenues of fashion like boho, trendy, preppy, girly, androgynous, minimal and different hashtags will work for different types so be strategic\*\*\*

#finditliveit

#livethelittlethings

#vscogood

#vscofile

#whiteaddict

#whywhiteworks

#flashesofdelight

#thehappynow

#livefolk

#vscocam

#igminimalist

#vogueelite

#ihavethisthingwithfloors

#ihavethisthingwithpink

#mybeigelif

#whywhiteworks

#whyteworks

#wandeleurspark

#lifestylebydesign

#thatsdarling

#outfitoftheday

#ootgmag

#whiteinframe

#flatlays

#flatlaytips

#flatlaystyle

#flatlayoftheday



THERE'S A TON MORE TIPS THAT I'LL BE ADDING TO THE INSIDERS PRIVATE COMMUNITY SO STAY TUNED.

THIS HASHTAGS AND THE INSIDERS WILL BE CONSTANTLY UPDATED WITH NEW NEWS ON GROWING YOUR SOCIAL MEDIA FOLLOWING, YOUR ONLINE BRAND, AND YOUR YES!

CHAT WITH US IN THE COMMUNITY FOR MORE HELP WITH HASHTAGS, MORE HASHTAGS FOR YOUR INDUSTRY AND ADVICE + TIPS

HERE'S TO YOUR YES,

XX

REESE

*yes* SUPPLY  
CO.

[www.yessupply.co](http://www.yessupply.co)