

**Checklist for an Instagram profile. “Building Businesses, changing lives”.**

Name: \_\_\_\_\_

KEY INFORMATION	✓	Feedback
The Instagram profile picture is a clear and recognizable logo or image representing the business.		
The name corresponds to the business’ name.		
The username is easy to remember and related to the business’ name.		
The biography provides a clear and concise description of the business.		
There is an email address or other contact details.		
The story highlights are relevant and engaging.		
The use of keywords makes it easier to find the business content.		
There are links to other social networks or web pages related to the business.		
The use of emojis provides a clear image of the description.		
The location helps people find the business easily.		
The Instagram profile does not contain grammar mistakes.		
The Instagram profile does not contain vocabulary mistakes.		
The layout is attractive.		
The reader can identify all the elements properly.		
The Instagram profile shows that the student knows how to use the digital tool effectively.		

