

124 - BTS: Our Instagram Audit Strategy

Laura Davis: [00:00:00] In today's episode, we're telling you exactly what we'd be looking for if we were to audit your Instagram account.

Laura Moore: Welcome to JFDI with the Two Lauras, the show where we share ideas and advice to help freelance social media managers to get better results for their clients and make more money for themselves.

Often, it's easier to help a client than it is to take an objective view of your own content to see what's working, what's not, what you need to change to get results. Because you're often just a little bit too in it, right? So on today's show, we're going to talk about what we'd be looking at if we were to come and audit your Instagram account.

Laura Davis: I think it's worth saying that there is never, even if you're the best Instagrammer in the world, there is never a point that you should not take a step back, whether it be you or getting somebody else to review your account. And that goes for any platform, because I think we can all, like you just said then in the [00:01:00] intro, that we can all just be a little bit in it.

But we're like that often, you know, and you often can't see the woods for the trees. So it's always a good reason to get someone to critically look at your content.

Laura Moore: It's, it's so easy to get in it because you move on at a different pace than your audience. So where, when you very first start, for example, you might feel like you're a beginner and your audience are also beginners.

Six months down the line, you're less of a beginner, but they're still beginners. So your view has changed and theirs hasn't, you're just, you're too in it. You need someone to pull you back out.

Laura Davis: I think one of the pitfalls everybody makes on social media, this is experts, business owners who haven't got a clue, all of us, we all make the mistake of sometimes talking about what we want to say as opposed to what our audience wants to hear.

And I think [00:02:00] it's a slippery slope and we kind of get into this bad habit of kind of marketing based on what we want to say, not what other people want to hear. Yeah. And I think often it takes somebody out to kind of question something and it makes you realise that actually you're leaving gaping big holes in your content strategy that aren't helping



124 - BTS: Our Instagram Audit Strategy

your audience make decisions and buy from you or, or follow you or whatever your objective is. So –

Laura Moore: Yeah, and sometimes it can be smaller than that, can't it? Cause it might be you've made a, you've written an amazing piece of content and it tanks and that can really knock your confidence for a start. But by having someone like a third party look at it, they can immediately tell you sometimes why that is.

And it might be something so simple, Like, well, you said that you thought you were going to get tons of people commenting on it here, but you've given them no reason to comment.

Laura Davis: Yeah.

Laura Moore: And it's just, then you go, Oh my God, that's so obvious. Or you know, well, if this was really hard to read, the text was really small. Oh, obviously. Cause I made it on [00:03:00] my laptop. Do you know what I mean?

Laura Davis: Yeah.

Laura Moore: It's just those little things that sometimes you don't notice.

Laura Davis: And I think it's when you do exercises like this, it makes you, it reminds you that social media marketers aren't just people who are putting pretty pictures on Instagram.

Laura Moore: Yeah. Yeah.

Laura Davis: It makes you realise and appreciate all the moving parts that go into creating brilliant content. And I think, which is why it should always be done because it makes you realise that actually you should be adding probably another zero to your quotes because it isn't easy and there are so many different bits of content that makes it work. It's not just the case of making a pretty bloody puzzle grid or whatever it may be.

Laura Moore: Do you know what, I haven't seen a puzzle grid in ages now and I wonder, I wonder if the algorithms just cottoned on to my hatred of them and isn't showing me people who have puzzle grids.

Laura Davis: Oh well, I see. I actually see a couple from people who are content experts, [00:04:00] take from that what you will.



124 - BTS: Our Instagram Audit Strategy

Laura Moore: You're wondering why we slate puzzle grids. We've probably got an episode about it, but yeah, we're not fans.

Laura Davis: No. Okay. So like we, like we love Instagram, Instagram is our, probably one of the core marketing strategies for our business, isn't it? It's probably the most, the platform we give the most effort to. Possibly alongside Facebook.

Laura Moore: Second to email, I would say.

Laura Davis: Yeah, just social, I mean.

Laura Moore: Okay, yes.

Laura Davis: But Facebook, obviously, but that's predominantly from a group as opposed to page.

Laura Moore: Yeah, and ads.

Laura Davis: Yeah, and so, yeah, Instagram, Facebook are probably our thing, but Instagram is where we show up the most. It's where we're hanging around, it's where we're going down rabbit holes.

Laura Moore: It's why, if you send us a connection request on LinkedIn, And never get accepted. It's because we haven't opened LinkedIn in months. It's not because we don't want to accept it. [00:05:00] It's because we're too busy on Instagram.

Laura Davis: Yeah, that's pretty accurate. Yeah, so we're always hanging about on Instagram. If you DM us on Instagram, it's us who reply. We don't have a social media manager. We mainly, Laura M. does all the content, but we are there, it is us, we are humans.

Laura Moore: Speak for yourself.

Laura Davis: Well, yeah. Yeah. You are quite robotic sometimes in how you approach things. Yeah, so we love Instagram. Well, I've, I've been using Instagram for business literally since it started, I think pretty much, give or take a year or two, you know, back when there were the nice filters and. Yeah, and it was just photos. Remember that time?

Laura Moore: Those were the days.



124 - BTS: Our Instagram Audit Strategy

Laura Davis: I know. How simple was it then?

Laura Moore: Couldn't even do a carousel.

Laura Davis: No! Just one picture.

Laura Moore: Yeah.

Laura Davis: One picture. Nice.

Laura Moore: And then do you remember at the beginning, we're totally going on a tangent now, but do you remember then there was that white o gram app that everyone, that, that came out so that everyone then could have a white border on their pictures?

Laura Davis: Oh, yes!

Laura Moore: Because that was [00:06:00] like the height of style back then.

Laura Davis: Yeah, yeah. Honestly, I loved Instagram back then because it was so simple. Like, I do struggle with the complexities of Instagram now. I have to really think, right, hang on. What are all the moving parts of Instagram?

Laura Moore: Anyway, we digress.

Laura Davis: So we've, you know, we love, we love, Instagram, and we are, we, but we can be, if I'm honest, we can be very critical, can't we?

Laura Moore: Oh yes, but not just about Instagram.

Laura Davis: Oh yeah, no, I mean of people's content.

Laura Moore: Yes, of, of generally life.

Laura Davis: Oh yeah, um, it's the Enneagram 8 thingy.

Laura Moore: Judgy, us?! No, we're not judgy, are we? Uh –

Laura Davis: It's all, it's all said with love.

Laura Moore: Oh God. Off she goes.



124 - BTS: Our Instagram Audit Strategy

Laura Davis: No, like we, I think that often, you know, lots of social media managers want to position them–

Laura Moore: Constructive criticism. That's what we give.

Laura Davis: Whatever. You wrap it up however you like, Laura.

Laura Moore: I will. I'm going to put a nice bow on it. [00:07:00]

Laura Davis: But I think lots of social media managers do use Instagram, obviously not all, and that's absolutely fine. And if you're listening to this thinking, well, I don't want to use Instagram, that's fine.

Like we're not here saying that every social media manager has to use Instagram, actually far from it. And there are plenty of social media managers who are probably best not to be using Instagram, but I digress. The point is we, we see a lot of our audience on there and they'll come to us and they'll say, I'm really struggling.

I can't get a client or I can't get this or I've tried to launch this and it's not working. And I pretty much guarantee Laura and I could go and look at someone's Instagram and within five minutes, be able to give you so much kind of scope as to how you can tweak and change things. For the better. So that's why we would love to, uh, audit a few Instagram accounts.

Laura Moore: So the first thing we would do is if we were going to audit, audit your Instagram account [00:08:00] is we would ask you, what is your objective? And by that I mean, what is your objective overall for your business? What is your objective right now for your content and what is your objective for this specific post that I'm looking at right now?

Laura Davis: Yeah.

Laura Moore: I want to know all of that. And those things should all align. So it might be that you're saying to me, Oh, my objective is I need clients. Right now, I'm trying to get more views on my reels. And this post was because I wanted someone to send me a DM. Well, that's like, what? Confused already, you know?

Laura Davis: It should be a flow.



124 - BTS: Our Instagram Audit Strategy

Laura Moore: Everything needs to align. Yeah, it should be a flow. Like, I need more clients. So my content strategy at the moment is trying to show my expertise. This post, I wanted people to comment on it or whatever. You know, everything kind of needs to align and if it doesn't, then that's where the problem starts. So it's always going back to that beginning piece, isn't it? I'm really trying to understand that.

Laura Davis: And just to kind of hammer the point home, this is where 90% [00:09:00] of people, I think that I've gone and had a mooch about are going wrong. And that's obviously that I'm making assumptions because I'm just having a mooch and I'm maybe not understanding everything correctly,

But often there is an um, a misalignment. Between what you're trying to achieve and the content that you're actually putting out, you know, so it's like when people are trying to build better relationships, but all their content is just shareable content. That's not about building a relationship. That's just increasing your reach.

It's where people kind of, are looking for a client, but all they're focusing on is how many reel views they've had again. It's just, it's just looking a bit more granularly and thinking is what I'm doing, helping me to get where I want to go. And that's where we see gaps all the time.

Laura Moore: Yeah, and it's often we'll have people saying to, Oh, my content's really shit. I only get 200 views on my reels. And it's like, well, who cares? How many leads are you getting?

Laura Davis: Yeah.

Laura Moore: Like we do not [00:10:00] care how many views we get on our reels. In fact, one of the recently, in recent weeks, one of our reels, I think had three or four thousand views. Can't remember exactly. And I think we had about 200 leads off it.

Laura Davis: Yeah, in one day.

Laura Moore: So I don't care how many – yeah, in one day, I don't want a reel that has a hundred thousand views and zero leads. I want a reel that has a hundred views and a lead. So, you know, what, what is actually the purpose of what you're telling me you want? And if it's because you're following other Instagram gurus.



124 - BTS: Our Instagram Audit Strategy

We all know the ones I'm talking about who are telling you how to get more views on their reels. Try this hack to get more reels, more views on your reels. And then you actually look at their content strategy. And what it is, is that they're telling you, here's a trending audio you can use and here's some ways to use it.

Of course they're going to get followers from that, and of course they're going to get views from that, because they're speaking to the whole world and sharing trending audio. You [00:11:00] know, that doesn't mean they're getting clients, that doesn't mean they're getting leads, it means they're getting followers.

Laura Davis: Doesn't mean they're getting money in the bank.

Laura Moore: Exactly. So just take a step back from who it is you're looking at. What your level of success is, what your objective is and really like think about what does my objective align with money in my bank that's going to pay my mortgage, book a holiday for my kids, all of those sorts of things, your actual goals in life.

Oh, I felt like I'd went on a little bit of a rant then.

Laura Davis: A reel view is not going to pay your mortgage. I'll tell you that for free.

Laura Moore: No, God, could you imagine if it would?

Laura Davis: Yeah.

Laura Moore: That would be a joy.

Laura Davis: Yeah.

Laura Moore: Anyway, yeah, so that's the first thing we want to know is like the actual objective.

Laura Davis: And I think that is the the main like not the main thing, but that is this absolute starting point if people aren't just you know, I want to kind of hammer it home if that is not clear, and all your objectives are aligned and there's a nice kind of flow, then that is fundamentally going to be the problem because all the things that we're probably going to chat about now [00:12:00] are, yes, very important, but if you still can't get that, this bit right, then it still won't work.



124 - BTS: Our Instagram Audit Strategy

Laura Moore: Yeah, and the second thing that we'll want to know from you, and that all, nine out of 10 people get wrong, who do you want to work with? Who's your customer? Who's your ideal client? And people can tell us who those people are. Easy. Well, although I say easy, a lot of people say I want to work with women, like, you know, that's half the planet.

Um, but you know, who, who do you want to work with? And then we'll look on their Instagram and nowhere on their Instagram is it clear that they want to work with those people. So those people have no idea that you're for them.

Laura Davis: Yeah.

Laura Moore: Even if they're a woman. You know. I want to work with women. Great. A woman like me or a woman like Laura Davis? Because as much as we're similar, we're also very different.

Laura Davis: Yeah. I find it so interesting, the whole women thing, just to digress slightly.

Laura Moore: It's odd, isn't it? Yeah. I find it weird.

Laura Davis: I think people think, I think that if you're a parent, [00:13:00] so if you're a mum and you are not wanting to find a client, I think. People think that working with a female, who's potentially also a mum, that it means they'll understand them more.

So if they were to say, I've got to go, I've got to pick my kids up from school, I can't complete this today. They'll be more understanding.

Laura Moore: Can I just say, the worst clients I've ever had in my life have all been women.

Laura Davis: And me, which is why I find it really interesting, that my best clients have all been-

Laura Moore: But also I find it so, is it, is the word exclusive, the opposite of inclusive, exclusive, to just say I just work with women?

Laura Davis: I know.

Laura Moore: Just like why? Why only because you think women are nicer than men? Like what? I don't get it. So I want to work with great clients -



124 - BTS: Our Instagram Audit Strategy

Laura Davis: Who pay me.

Laura Moore: Who will pay me good money. I don't care if they're male or female. They need to be in a specific niche. Then, you know, so it's the niche that we're, when we're asking you who you want to work with, you want to know like what, what do they sell?

What's their niche? Where are they based? You know, um, what are their values, all of those sorts of [00:14:00] things. And the more specific you are, like, for example, Laura and I, we only help social media managers. If you work in social media, we help you, but if you're employed, you're not, you're not going to come to us and buy anything from us because we help freelance social media managers.

If you're employed, you probably don't need The Social Media Managers Toolkit unless you're going to go freelance. So we talk to freelance people. If we were just talking to, you know, people who, every single person in the world who works in social media, whether they work in a massive team at M&S or the tiniest team in the local greengrocer, I'm back on my greengrocers thing.

It's very confusing, isn't it? Because they, you know, they don't have the same goals and want the same things as niche as social media managers is. So yeah, we want to know who you're working for and then we'll go and look and see if you've actually said that anywhere. And nine times out of ten people haven't.

Laura Davis: No. Yeah, so understanding your objective and understanding your audience a hundred percent top of the list of things that we will want to get. [00:15:00] A better understanding of, and then we can critique there on in. So some of the other things, which are more kind of, I was going to say minor points, they're not minor, cause they're still very important and still all part of those kind of cogs that make the wheels turn.

But let's just have a kind of discussion on some of those points. So we will always be looking at people's call to actions. Again, mainly because of the reasons that we've said is that they're not aligned with whatever it is that you're trying to do. Or, sometimes they're not even there.

Laura Moore: Yeah.

Laura Davis: People, Oh, I don't want to do a call to action. I don't like asking people to do things. People don't come on Instagram to do things. Um, so we will obviously review that



124 - BTS: Our Instagram Audit Strategy

and give our feedback, um, to that. And it's not just about, it's not just about what you're saying. It's kind of how you're saying it and where

Laura Moore: God you sound like my mum. [00:16:00]

Laura Davis: And it's, it's where you're saying that. You know, are you saying it on a reel? Are you saying it at the start of your copy? Are you saying it at the end of your copy? So there's all those kind of things we can have a look at and a think about and, you know, are you asking too much? Is your call to action not, it's just, you know, it's like people say, come and give me, give me a ring at 10 past three.

Like, no one's going to do that, are they? Are they?

Laura Moore: I've never seen a call to action on Instagram that says that. I want a screenshot next time you see it.

Laura Davis: Oh right, but I needed to be extreme because I suddenly thought if I said something that people actually do right, then it might work for them because I had to take something that someone could have said.

Laura Moore: If you work with women who have children probably don't have that as your call to action. 10 past 3, they're probably doing the school run.

Laura Davis: Well there you go, there you go, exactly. So yeah, it's, it's taking, it's looking at it from a whole in regards to your call to action.

Laura Moore: Yeah, totally. Like we'll look at your [00:17:00] content as a, as a whole, as a whole, like, you know, does it all work together?

But we also kind of go deeper in individual posts, don't we? So like, we'll look at the calls to action, we'll look at the hook, and sometimes people will have a really good idea and you know it will have a really great objective and the video might even be really great but the hook is hidden somewhere halfway down the caption so it doesn't hook anybody in.

Yeah. To actually get them to watch a video or take action or what have you. So if you're kind of not using a hook, a good hook at all, or it's hidden, then sometimes it's great to have that pointed out to you so you can just be like, Oh yes, so next time if I just change how I've worded this and that might work better.



124 - BTS: Our Instagram Audit Strategy

Laura Davis: Yeah, absolutely. And we also will have a look at the copy, you know, and this is the thing that I struggle with the most. And for anyone who's been on calls where we've done kind of content review calls with some of our toolkit owners and members is that I cannot bear long. [00:18:00] I just, I switch off, but there are ways in which people can get me to read long copy.

And it's about understanding how you can pull people through that copy. So often I will look at a long piece of copy and I'll be like, oh, bloody hell. But if, if I read it all the way to the end, then that is an excellent piece of copy.

Laura Moore: Yeah.

Laura Davis: Yeah.

Laura Moore: And often it's not about like what you're actually saying.

It's often a lot about the formatting of the copy, whether some of that copy should maybe have been in the video, whether you're repeating something that's in the video and you don't need to say it again so you can shorten your copy that way. There's lots of different ways that you can make your copy shorter.

And we'll often look at that, that sort of stuff as well. Bullet points are your friend. And bullet points, capital letters, emojis, any way you can format it, so it's easy to skim will make Laura read it. [00:19:00]

Laura Davis: Yeah.

Laura Moore: Line gaps. Big line gaps.

Laura Davis: I am of the generation now where I have to look at Instagram normally through one eye, so I can focus a bit better.

Probably just need to go and get my, uh, eyes tested. But, um, so yeah, if you can make it skimmable and easy to read when I've literally got 30 seconds, then –

Laura Moore: Yeah. And I think always just ask yourself, have I already said this? Like, especially if it's a reel or a video, have I already said this? Do I need to say this again?

And if you have already said it and you do need to say it again, say it in a different way.



124 - BTS: Our Instagram Audit Strategy

Laura Davis: Yeah.

Laura Moore: Because some people will hear it in one way from a video. Other people will take it in a different way and it'll hit harder. In a different way when they read it, if it's written differently and this is why it annoys me so much where there's, and there's quite a few accounts out there that will have like a saying or a quote or a story on a graphic and the caption says exactly the same thing.

I'm like, well, I've just read that. Why am I, why have I got to read this again?

Laura Davis: Yeah.

Laura Moore: You know, say it differently.

Laura Davis: Yeah. Agree. Okay. And then we'll also, [00:20:00] we will look at the aesthetics of your Instagram. Now. As we've already touched on, we are not here for the perfectly curated Instagram grid or, heaven forbid, puzzle –

Laura Moore: Just look at our Instagram grid if you want proof of that.

Laura Davis: Or puzzle grids. Like, with all due respect, very rarely does anyone actually look at your whole Instagram. Your content needs to work in the explore feed, in the main feed, in the reels feed, way, way, way, all of those are way more important than actually how your grid looks.

Laura Moore: And I think also on a puzzle grid, sometimes, if I was to open Instagram and I would see a puzzle grid, like Aldi for example, I don't know if they still do it, but they used to have a puzzle grid, didn't they? And because it's a puzzle grid and I can look at it all as one whole, I would never click to open one of them, because what's the point? I've just seen the whole big picture.

Laura Davis: Yeah. Yeah.

Laura Moore: So you've just lost me from looking at the deeper part of your, your content.

Laura Davis: Yeah. And I've [00:21:00] seen way too many posts where you've suddenly got people's toes on. And the rest of their foot is on another picture. It's weird.

Laura Moore: You're not a toe girl, no?



124 - BTS: Our Instagram Audit Strategy

Laura Davis: No, definitely not a toe girl.

Um, so, yeah, you know, but that's, anyway, we can, that's probably, as we've said, there's probably a whole podcast on puzzle grids already, so let's not get kind of railroaded with that. But, so what, but what I mean by this is that we're not sitting there going, Oh, it's really pretty. Oh, it looks really nice.

Because actually I couldn't give a shit about that. What we're looking about is, and Laura's touched on this already, is it readable? Do the colours work? Are the contrast between colours working? Does it, or to help your content stand out in the feed on Explore? Because often we, it's, it's little things like Laura said earlier, is that you can't actually read what it says on the post, you know, on your graphic or, cause sometimes it, with all due respect, the shittiest [00:22:00] looking content can actually work because it stands out.

So it's not, we're not looking at how perfect something is far from it. When we're looking at whether it works as a piece of content, aesthetically. If that makes sense.

Laura Moore: Yeah. Yeah, definitely. And like, we will look overall at somebody's grid, but we will spend more time looking at individual pieces of content, won't we?

Yeah. Yeah. Because that's the, that's what people see. Yeah. They see those individually. And so things have to work individually. And like, I was having a conversation with somebody recently, I can't remember why. And they had written a post that was like, as you already know. And that's how the post started.

And I was like, well, hang on a minute. How do they know? She said, well, I mentioned it yesterday. I was like, well, what if they haven't seen yesterday's post? So every single thing needs to work on its own. Yeah. And it don't assume that anyone's seen anything or understands anything that you've said before, because they may not have done

Laura Davis: and they won't go and, you know, pe-, while they might do.

But generally speaking, people are lazy. [00:23:00] People aren't going to go, Oh, I'll go and read, I'll go and read yesterday's post and then I'll come back to this life.

Laura Moore: It would have to be so, such a good piece of content to make somebody go back and look at previous content that you probably don't need an audit from us because it would already be working.



124 - BTS: Our Instagram Audit Strategy

Laura Davis: Yeah. Yeah. Nice. Okay. We would also, I think kind of this does go without saying, but we would review someone's bio. Because they normally have been written three years ago when you started your business and haven't been updated since.

Laura Moore: Yeah, yeah. And like, I don't think that there's, and people will try and trick you into believing there is, but I don't think there's a perfect formula for writing a bio.

But I think whatever your bio says has to be very clear. Has to make it very clear who it's for, it has to be accurate, obviously, you know, no click bait-y, don't try to be too clever and, you know, just make it really simple and obvious who is your help, what you're doing for them, and why somebody should stick around, [00:24:00] and that's it, that's all you need.

Laura Davis: And it has to be aligned with those objectives that you talked about at the start, you know, so if you're, for example, a social media manager and you're, you, you, you're at capacity with clients, but on your bio is all talking about you from a management perspective. But at the moment, your biggest thing is that you're pushing a, I don't know, a digital product you've got.

You need to make sure your bio is a, is aligned with that, because if people come and check you out, like see your content and think, Oh, okay, this could work. And then they go look at your bio and it's kind of slightly jarring because it's it and it makes people go, Oh, I don't know. Hang on. Is this the right person for me?

Then they'll keep on scrolling because there's that element of doubt. So just make sure your bios are aligned with your objectives. And on that note, it's a working document. It should constantly be changed and tweaked and it doesn't have to be that [00:25:00] whatever you, when you set up your Instagram, that's it, your bio is done forevermore.

It obviously isn't. So just make sure that it's up to date and you regularly review it.

Laura Moore: Yeah, definitely. Definitely.

Laura Davis: Okay, so they're just some of, and there'll probably be other things that we, we look at.

Laura Moore: Yeah, for sure. For sure.



124 - BTS: Our Instagram Audit Strategy

Laura Davis: But they're the, probably the main things that we would look at if we were to review your Instagram account.

Laura Moore: And obviously we're talking about this as auditing or reviewing somebody's Instagram account from the front end, not having access to analytics, none of that stuff, just everything from the front end, which is a really good way to offer a service, by the way, if you are selling in, um, audits, you know, if you've just got a view from the front end, your view isn't skewed so much because yes, you can see those vanity metrics, but you can be a little bit more objective sometimes by the person just telling you what they expected, telling you what actually happened rather than [00:26:00] you looking at all of the data and especially in my case, getting overwhelmed with it.

I think there's a time and a place for a more in depth data driven audit and like a front end audit. So there you go, that's how we would audit an Instagram account. If we were to come and look at your Instagram content, that's what we would do. I hope that has been useful. And yeah, if you want us to have a look at your Instagram account, stay tuned. Maybe at some point we will offer this as a service.

Laura Davis: Okay, we'll be back same time next week. We'll see you then.

Laura Moore: Au revoir!

Laura Davis: Auf Wiedersehen!

