

Instagram Planning Checklist for Influencers

1 Visually Plan Your Instagram Grid

Upload content to your grid seamlessly in PLANOLY and visually plan your content.

2 Save Time with Auto-Posting

Link your accounts to access PLANOLY's auto-post feature and schedule your grid posts days, weeks, and months in advance. (Reminder: Only IG business accounts authenticated with a Facebook business page can access auto-posting).

3 Easily Plan Content Around Holidays & Events with Social Calendar

PLANOLY's Social Calendar features upcoming social media holidays, global and national holidays, and events (including events like our digital series PLANOLY Presents!). Each holiday or event also features more information and a list of suggested hashtags.

4 Keep Your Grid Clutter-Free with Draft Folders

Think of Drafts as your online filing cabinet. It serves as a temporary place to store and organize content until you're ready to migrate content to your grid or stories planner. Create an organization system by creating various draft folders.

5 Ditch Copying & Pasting Hashtags When Scheduling Posts

Use our Hashtag Manager tool to create groups of hashtags to automatically include when scheduling grid posts.

6 Regram Tagged Content Easily with Discover

Discover shows user-generated content (UGC) you can easily regram. Plus, on our web dashboard, it also includes a selection of free stock photos you can use when you're out of content ideas.

7 Never Lose an Idea Again with Notes

Notes are custom messages you can create and add to your calendar. Think of them as digital sticky notes. They serve as a great spot for reminders, ideas, or information.

8 Simplify Scheduling with Best Times to Post

Best time to post draws directly from Instagram data and recommends the best times for you to schedule your posts based on when your followers are most active. It is a paid feature and located in Quick Schedule.

9 Level Up your Affiliate Marketing or Redirect Linking with Linkit

Located on PLANOLY's web dashboard, Linkit is our tool that lets you create a clickable gallery featuring a selection of your Instagram posts. It mimics the look of your Instagram feed and allows you to include a URL for each post in the gallery. Use it to increase traffic to wherever you want it most - like your website, product pages, blog posts, and so much more!

10 Share Content with Partnerships Seamlessly with Plan Report

The plan report is our free feature on our web dashboard that serves as a preview link of your scheduled & unscheduled content. Use it to give partners the chance to review content and captions before your content goes live.