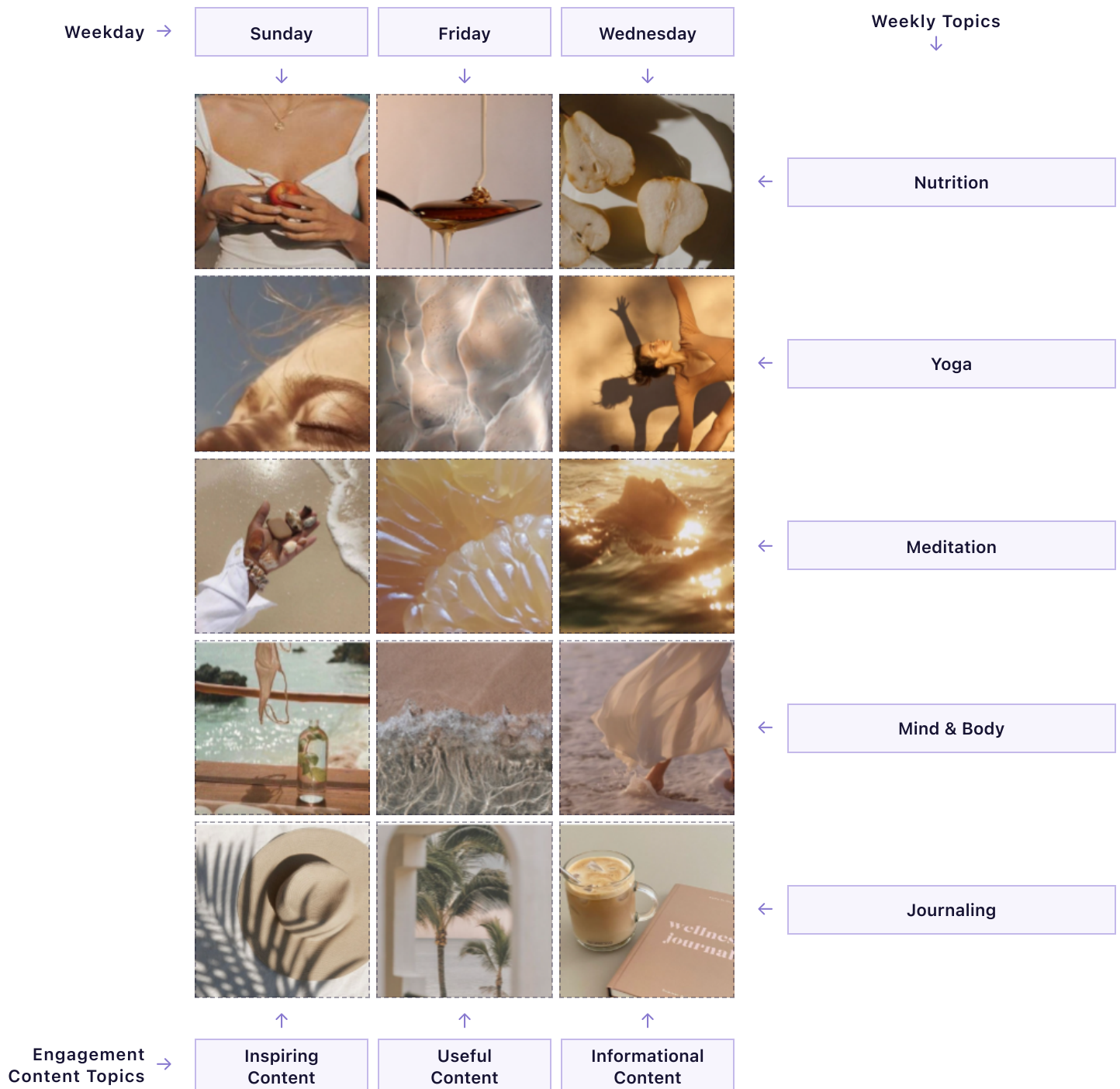


INSTAGRAM ENGAGEMENT WALL TEMPLATE *Explained*



ENGAGEMENT CONTENT TOPICS

1. **Useful Content:** how to do something
2. **Amusing Content:** make them smile
3. **Informational Content:** share knowledge
4. **Inspiring Content:** make them take action
5. **Critical Content:** challenge people's perspective

HOW TO READ THE GRID

On Wednesday, your first post goes up, and it's informational content about journaling. On Friday, the second post follows with useful content about journaling. Then on Sunday, the third post wraps up the week with inspiring content about journaling. The cycle starts over the next Wednesday with informational content again, and repeats the same way, informational, useful, inspiring, every week with changing topics.

INSTAGRAM ENGAGEMENT WALL TEMPLATE *In Action*

Weekday (Consistency is key) →	↓	↓	↓	Weekly Topics ↓
	↓	↓	↓	
	15	14	13	←
	12	11	10	←
	9	8	7	←
	6	5	4	←
	3	2	1	←
↑ Engagement Content Topics →	↑	↑	↑	

TO-DO

Fill in the fields with text or images that capture what you'll be posting and the overall vibe you're going for.