

# Module 3 Checklist

## WHICH: YOUR ACCOUNT



- Decide between the two professional type of IG accounts. We suggest you the Creators one, but it is up to you. Contact us if you need help.
- Understand the app in order to make the best of it. Although the app is very big, and you'll be learning things by using it daily, we encourage you to click on every single button, and see what they are about.
- Don't focus your energy on IG Insights at least until 3 months after implementing all you'll learn in the course.
- Define your aesthetics: pattern, color, shapes, etc. Know who you are as a personal brand. Help yourself from external inspiration.
- Optimise your: handle name, name, profile picture, bio, highlights, and category.
- Clean up your following.
- Create a Linktree Page or Wix Page to put into the link section.
- Read through the IG Security Guidelines we provide you.
- If you want/need to get rid of some content, archive, do not delete.
- Run away from:
  - People selling you verification badges. Report, Block and Delete the comment.
  - People selling you followers or likes. Block and Delete the comment.
  - People asking you for money.
  - Messaging from "Instagram's account" asking you to do anything. Instagram will never send you a dm to contact you.
  - Any email from "Instagram." DO NOT reset anything that they tell you too. 99.9% of the cases, it won't be the real Instagram team contacting you. To make sure if it is actually Instagram check out all the possibilities, and even after checking all out, contact us before taking any step further! The moment you open the door to a hacker, you are lost!
- Follow this housekeeping points to maintain a more secure Instagram account:
  - Change your password or send yourself a password reset email.
  - Turn on two-factor authentication for additional security.
  - Confirm your phone number and email address in account settings are correct.
  - Check Accounts Center and remove any linked accounts you don't recognize.
  - Revoke access to any suspicious third-party apps.