



## Course Resources

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### Analyzing your competitors on Instagram

While analyzing your competitor's Instagram page, here is a list of the elements that you need to analyze.

- Check the box when completed the step (example)
- Their logo
- Instagram Bio
- Number of followers
- Number of Posts
- What do they post?
- How often do they post?
- How many likes and comments on each post?
- Are they using Hashtags?
- Are they using a call to action?