

Instagram Bio & Highlight Planner

A visual planning worksheet to help construction, fabrication, and trade-based businesses create a clear, intentional Instagram presence that feels cohesive, professional, and human — not overproduced or corporate.

Instagram Bio Structure

Your bio should answer three things immediately: who you are, what you do, and why someone should trust you. This section helps you map that clearly before worrying about visuals.

Bio Framework:

01

Line 1

Who you serve + what you do

02

Line 2

Specialization or differentiator

03

Line 3

Trust signal or credibility

04

Line 4

Call to action

Bio Framework Example

Example:

High-end chimney & fire safety specialists

Commercial + residential restoration

Trusted by architects & builders

↓ Request an evaluation

Highlight Strategy & Flow

Highlights act as your permanent navigation. They should guide visitors through your work, process, and credibility in a logical order.

Highlight	Purpose
Start Here	Who you are and what you do
Work	Best projects or transformations
Process	How it works
Reviews	Social proof
About	Team, values, credibility
Contact	How to get in touch

Each highlight should feel visually connected but not identical. Avoid over-designed covers; subtle variation feels more human and premium.

Feed Visual Flow

Instead of thinking post-by-post, think in rows of three. This creates rhythm and visual balance when someone scrolls.

Post 1

Project / Work
Process
Result

Post 2

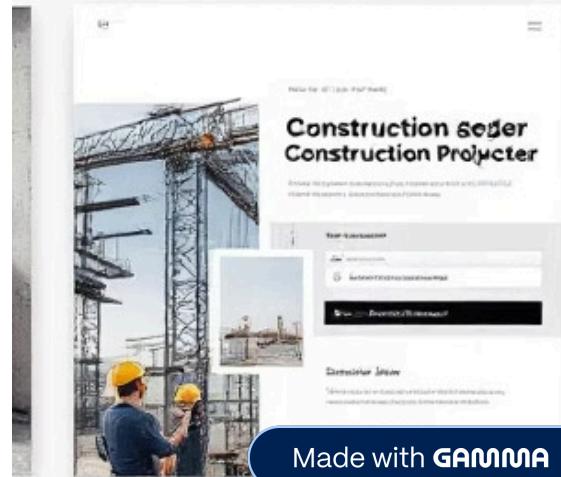
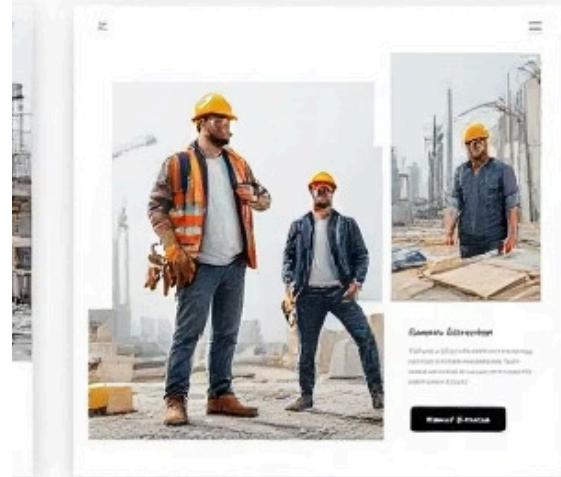
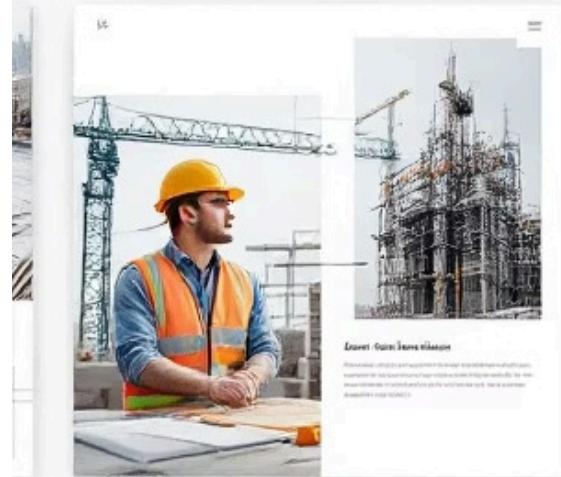
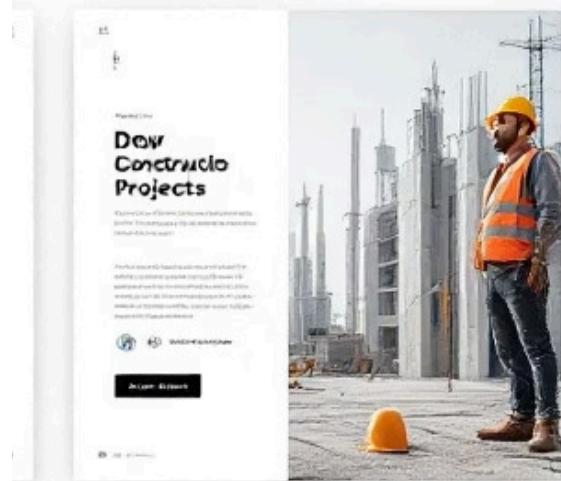
Detail / Close-up
Before / After
Environment

Post 3

Context / Text
Insight or Tip
Human Element

Why This Approach Works

This approach works especially well for fabrication, construction, HVAC, and trade businesses because it mixes credibility with texture and humanity.



Visual Style Notes

Use this space to define what your feed should feel like, not just what it should show.

Overall mood

(clean, warm, industrial, minimal, etc.):

Dominant colors or materials:

People shown

(never / sometimes / often):

Text on images

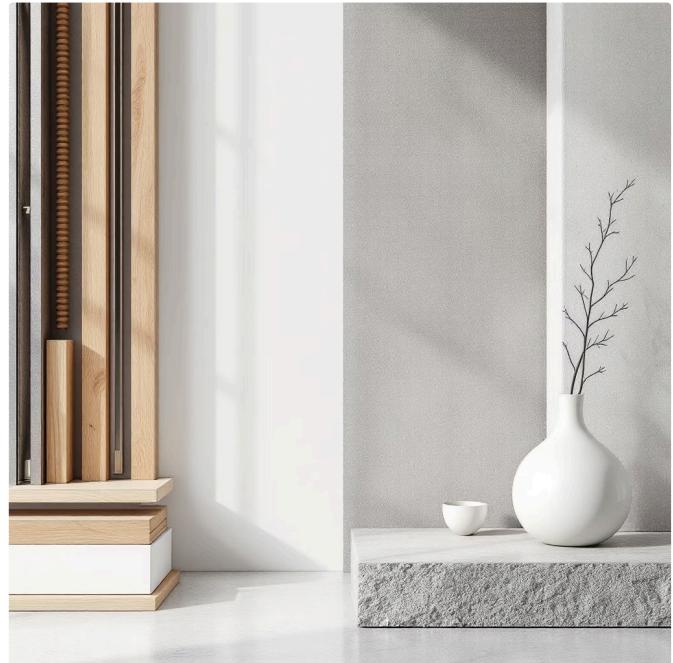
(none / subtle / occasional):

What should never appear on the feed:

Creating Visual Consistency

Define Your Look

Your Instagram feed should reflect the quality and professionalism of your work. Think about the materials you work with, the environments you create, and the feeling you want potential clients to experience.



Next Step

If your Instagram feels inconsistent, unclear, or harder to maintain than it should, that's usually a system issue, not a content issue.

- ATRIUM helps trade and construction-based businesses design Instagram systems that are visually cohesive, easy to maintain, and aligned with real business goals.**

Ready to build a better Instagram presence?

Learn more at: atriumvisual.studio

