

Instagram Audit for Jaywalking

1) Profile & Branding

- **Username & Handle** = @jaywalking.in, Simple, memorable, and relevant. No changes needed.
 - **Profile Picture** = The logo is clear and recognizable, ensuring strong brand recall.
 - **Bio** = Captures the essence of streetwear and gender-fluid fashion but could benefit from a clearer CTA like Shop Now .
 - **Link in Bio** = The website is linked, but adding Linktree or a similar tool can direct users to multiple touchpoints.
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2) Content Strategy & Aesthetic

- **Visuals** = The brand maintains a strong streetwear aesthetic, but ensuring consistent color grading across posts can enhance the feed's overall look.
- **Post Formats** = A balanced mix of product shots, model shoots, reels. More behind-the-scenes and storytelling content could add depth.

- **Content Themes :**
 - ✓ New product launches & collections
 - ✓ BTS & design process
 - ✓ Fashion & streetwear culture
 - ✗ Lacks educational content on sustainability or brand mission (*potential area to explore*).
 - Brand voice = Bold, urban, and authentic and well aligned with the target audience.
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3) Hashtags

 Current Issue: *Jaywalking does NOT use hashtags!*

Impact :

- Lower discoverability on Explore & Reels.
- Less reach beyond followers.
- Missed organic growth potential.

✓ **Recommended Hashtag Strategy :**

- **Branded Hashtags** = #Jaywalking #JaywalkingIndia
 - **Streetwear Hashtags** = #Streetwear
#StreetwearFashion #HypeBeast #UrbanStyle
 - **Gender-Fluid Fashion Hashtags** = #GenderNeutral
#UnisexFashion #FluidFashion
 - **India-Specific Hashtags** = #IndianStreetwear
#StreetwearIndia
 - **Viral & Trend Hashtags** = #OOTD #FashionReels
#DripCheck
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4) Posts performance

1. Post strategy = use trending sound & fast cuts in posts which is effective
2. Areas to improve :

- No strong CTA in reels
- No Hashtags on Reels

3. Best practises for posts :

- Use narrative-driven reels like A person in a Jaywalking fit walks through a crowd, stands out, unbothered.

- Try reply to Comments, it boosts engagement.
 - Hashtag every post, at least 5 hashtags per video
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5) Competitor benchmarking

Competitor	Why do they matter?
Fear of God Essentials	Luxury-meets-streetwear, premium pricing, celebrity-backed marketing.
Stüssy	Iconic streetwear brand with massive global community.
Represent	Premium streetwear with strong influencer and content marketing.
Huemn	Indian streetwear brand, edgy aesthetic, cult following.
Almost Gods	Homegrown competitor with bold, artistic messaging similar to Jaywalking.

What Competitors are doing differently :

Fear of God & Represent:

- High product storytelling, behind-the-scenes, meaning behind designs.
- Frequent influencer/celebrity collaborations.
- Leverages exclusivity & hype marketing for drops.

Stüssy & Almost Gods:

- Community-driven marketing, reposting customers.
- Raw, unfiltered aesthetic, behind-the-scenes, factory shots.
- Leverages skate culture for relatability.

Huemn:

- Deep storytelling in captions, social commentary, artistic inspirations.
 - Cross-industry collaborations
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6) Actionable Recommendations :-

 **Implement Hashtags Immediately!** Every post should have at least 7-8 hashtags.

✓ **Add Interactive Stories:** Polls, Q&As, “This or That” to drive more engagement.

✓ **Optimize CTAs:** Clear, action-driven captions to guide users.

✓ **Leverage IG Collaborations:** With musicians, tattoo artists, and cultural influencers.

✓ **Experiment with UGC Challenges:** A **#JaywalkingChallenge** can encourage users to create content.