



# SOCIAL MEDIA CHECKLIST

## 1

### The Basics

Post Topic: \_\_\_\_\_

Publish date: \_\_\_\_\_

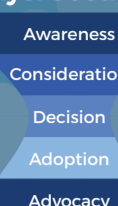
## 2 Audience/Purpose

### Audience/Purpose

Post goals:

- Create Awareness (awareness stage)
- Drive conversion (decision stage)
- Inspire evangelists (advocacy stage)
- Generate demand (consideration stage)
- Delight customers (adoption stage)
- Retention/Check-up (keep top of mind)

#### Buyer's Journey



is this post...

- Useful\* (70% of posts should be useful)
- Promotional (20% of all posts should be promotional)
- About your company/culture (10% or less of posts should be company specific)

\*Useful = Will it drive people to your website? Will it drive social engagement (likes, shares, retweets, comments, etc)?

What's the purpose of this post: \_\_\_\_\_

What I want readers to get out of this post: \_\_\_\_\_

Personas reached:

Persona Name:	1 " " "	2 " " "	3 " " "
Descriptor 1:	_____	_____	_____
Descriptor 2:	_____	_____	_____
Descriptor 3:	_____	_____	_____

What does each persona struggle with?

Persona Name:	1 " " "	2 " " "	3 " " "
Pain Point 1:	_____	_____	_____
Pain Point 2:	_____	_____	_____
Pain Point 3:	_____	_____	_____

## 3 Content

### Content

Type of content:

- Blog Outreach
- Content Offer
- Event
- Promo Offer

Our brand voice is...

Character: \_\_\_\_\_ Language: \_\_\_\_\_  
(friendly, warm, inspiring, playful, authoritative, professional) (complex, savvy, insider, serious, simple, jargon-filled, fun, whimsical)

Tone: \_\_\_\_\_ Purpose: \_\_\_\_\_  
(personal, humble, clinical, honest, direct, scientific) (engage, educate, inform, enable, entertain, delight, sell, amplify)

Possible relevant keywords or hashtags: \_\_\_\_\_

What can this post help each persona with?

Note: May not be applicable to all

Persona Name:	1 " " "	2 " " "	3 " " "
Problem:	_____	_____	_____
Solution:	_____	_____	_____

What do I want readers to do next, what is my CTA? \_\_\_\_\_

## 4 Social Media

### Social Media

**FACEBOOK**

Post at (time): \_\_\_\_\_

Recommended character length: 40

Max character length: 63,206

FB post copy: \_\_\_\_\_

\_\_\_\_\_

Recommended image size: 1200 x 628

Post complete?

**TWITTER**

Post at (time): \_\_\_\_\_

Recommended character length: 100

Max character length: 140

Tweet copy: \_\_\_\_\_

\_\_\_\_\_

Recommended image size: 1024 x 512

Post complete?

**GOOGLE+**

Post at (time): \_\_\_\_\_

Recommended character length: 200

Max character length: n/a

Google+ post copy: \_\_\_\_\_

\_\_\_\_\_

Recommended image size: 497 x 279

Post complete?

**LINKEDIN**

Post at (time): \_\_\_\_\_

Recommended character length: 50

Max character length: 600

LinkedIn post copy: \_\_\_\_\_

\_\_\_\_\_

Recommended image size: 700 x 400

Post complete?

**INSTAGRAM**

Post at (time): \_\_\_\_\_

Recommended character length: 150

Max character length: 2,200

Instagram post copy: \_\_\_\_\_

\_\_\_\_\_

Recommended image size: 1080 x 1080

Post complete?

**PINTEREST**

Post at (time): \_\_\_\_\_

Recommended character length: 200

Max character length: n/a

Pinterest pin copy: \_\_\_\_\_

\_\_\_\_\_

Recommended image size: 735 x 1102

Post complete?

**OTHER**

Post at (time): \_\_\_\_\_

Recommended character length: \_\_\_\_\_

Max character length: \_\_\_\_\_

Post copy: \_\_\_\_\_

\_\_\_\_\_

Recommended image size: \_\_\_\_\_

Post complete?

**OTHER**

Post at (time): \_\_\_\_\_

Recommended character length: \_\_\_\_\_

Max character length: \_\_\_\_\_

Post copy: \_\_\_\_\_

\_\_\_\_\_

Recommended image size: \_\_\_\_\_

Post complete?

**OTHER**

Post at (time): \_\_\_\_\_

Recommended character length: \_\_\_\_\_

Max character length: \_\_\_\_\_

Post copy: \_\_\_\_\_

\_\_\_\_\_

Recommended image size: \_\_\_\_\_

Post complete?

**OTHER**

Post at (time): \_\_\_\_\_

Recommended character length: \_\_\_\_\_

Max character length: \_\_\_\_\_

Post copy: \_\_\_\_\_

\_\_\_\_\_

Recommended image size: \_\_\_\_\_

Post complete?

#### Image Check!

- Are the images the correct size?
- Do the images pass the 'stock image' test?
- Would this image compell me to click on this post?
- Does this image provide a strong first impression and is it related to my topic?

#### POST-POST RITUAL

- Respond to comments and feedback
- Update tracking data
- Do I want to boost or promote this as an ad on any social sites?

## Congratulations! Ready to post again?

