

SOCIAL MEDIA CHECKLIST

1

The Basics

Post Topic: _____

Publish date: _____

2

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

Awareness

Consideration

Decision

Adoption

Advocacy

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:

Descriptor 1:

Descriptor 2:

Descriptor 3:

What does each persona struggle with?

Persona Name:

Pain Point 1:

Pain Point 2:

Pain Point 3:

Audience/Purpose

3

Content

Type of content:

Blog Outreach

Content Offer

Event

Promo Offer

Our brand voice is...

Character: _____
(friendly, warm, inspiring, playful, authoritative, professional)

Language: _____
(complex, savvy, insider, serious, simple, jargon-filled, fun, whimsical)

Tone: _____
(personal, humble, clinical, honest, direct, scientific)

Purpose: _____
(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

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?

Social Media

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?



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