

# 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



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:

	1	2	3
Persona Name:	“ ”	“ ”	“ ”
Descriptor 1:	_____	_____	_____
Descriptor 2:	_____	_____	_____
Descriptor 3:	_____	_____	_____

What does each persona struggle with?

	1	2	3
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?

