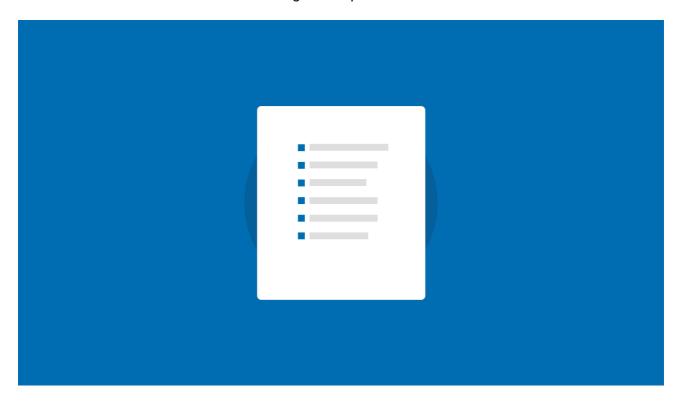
## **Social: Think Before You Post**

It's the simple things that count – both to your audience and to the search engines. Here are a few things to keep in mind.



I have created a two-way conversation, not a one-way broadcast.

1. The Basics: Know Your Audience
I've targeted my post to a select group or groups based on their interests and understanding of their needs.
I've addressed the audience's pain/passion point with their perspective in mind.
I've limited the sales pitch and focused on what will resonate with them.
I've researched keywords and optimized for SEO based on the audience.
I've researched hashtags across platforms and have drafted the copy/images/videos for each post.
I have connected this content to one or more of our social/marketing goals.
2. Social Platform
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I've associated the appropriate @ and # elements to increase exposure, but not annoy.
I've completed the voice/tone checklist to ensure the text is on brand.
I've complied with our content mix rules (3-1-1, 4-1-1, 5-1-1, etc.)
I have considered whether my goal is to entertain, inspire, converse, teach or provide relevant information in correlation with my editorial calendar.
I've thought about past/future posts that can be linked.
4. Visual
I have created visually appealing and engaging images/videos/animations that compliment the verbal aspect of the post.
I have optimized and tested the visual asset to ensure it uploads correctly.
I have considered the mixture of content types and provided an interactive/visual content that complements the previous content posts.
I have followed the brand standards and social visual guide.
5. Logistics
I have evaluated my character lengths and ensured they are within the optimal character limits.
I have scheduled each post with all the necessary elements at the appropriate time per platform.
I have cross-linked content to optimize engagement.
I have sized my images/videos accordingly to each social network.
I'm not posting just to post. Quality over quantity.  Make and Share Free Checklists checkli.com