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.



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

- [ ] I've considered which platforms are best for the this type of content and where my audience will be most engaged.
- [ ] I've adjusted my content and copy accordingly to each social network.
- [ ] I've considered my audience and their engagement with each platform. I've scheduled my social media posts accordingly to their engagement with each network.

3. Content/Copy

- [ ] I have created a title I would want to click on if I were in the audience's shoes.
- [ ] I have created a two-way conversation, not a one-way broadcast.

- [ ] 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.

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