2019 Social Media Marketing Checklist

Always complete this free checklist before starting a new social media marketing campaign. It's free and you can use it over and over.



1 – Not having a social media strategy.

- [ ] Creating a social media marketing strategy will help you think critically about your goals, how you'll execute tactics, and how you'll measure success. In addition, your strategy can be used as a handy guide to keep you on track with posting and engaging regularly.

2 – Not tailoring your message to your audience on each platform.

- [ ] Chances are you're using multiple social media channels to share content and engage with your audience. But writing one message and cross-posting it to each channel is not an effective use of your time.

3 – Only posting links to your website.

- [ ] The type of content your post as a big impact on reach and engagement. These days it's pretty clear that audiences are looking for relevant, well-rounded content and discussion—so posting links to your website or blog content can't and won't get you the results you're looking for

4 – Being too long-winded.

- [ ] Generally speaking, posts that are short, sweet and creative are the most effective—especially on platforms where users are most likely using a mobile device to read, share and interact.

5 – Improper use of hashtags.

- [ ] Hashtags have different relevance and utility on every social media platform. As a result, under or over-hashtagging your content could have a negative impact on your social efforts.

6 – Neglecting to tag or mention others when curating content.

- [ ] Mentioning and tagging other pages and users in your content is one of the best ways to amplify your posts. Not only do those you tag and mention get notified when you do so, but they'll be more compelled to engage on your post or share your post with their audience.

7 – Too much talking and not enough listening.

- [ ] The whole point of social media is to provide a space for people to engage in sharing and discussion. For brands, it's important to have a voice, but it's also important to encourage others to have one, too.

8 – Not crediting the work of others.

- [ ] While this one seems pretty obvious, it's a good reminder. Crediting the work of others is not only the right thing to do, but also sends good signals to the original creators and your audience.

9 – Not taking advantage of native video uploads on Facebook.

- [ ] It's pretty safe to say that all marketers understand that video is an increasingly important marketing tool for capturing audience attention, showing value and encouraging engagement.

10 – Forgetting about the power of images.

- [ ] Humans are highly visual creatures. In fact, research shows that an estimated 90% of the information that comes to our brains is visual. So, if you're not using images as part of your social media strategy, you're doing your brand a disservice.

11 – Having too many profiles on one platform.

- [ ] This is something that many large enterprise companies may struggle with, but even small- to mid-size companies see the need for multiple pages on a single social platform. While each of their divisions may provide unique content, it could be confusing for audiences to see multiple branded accounts.

12 – Ineffective or non-existing ad spending

- [ ] With so many brands and marketers on social media and decreased organic reach thanks to algorithm tweaks, the competition for your audience's attention is stiff. As a result, social media advertising is becoming a necessity for many brands.

13 – Forgetting about analytics.

- [ ] Once you launch your social media strategy, it can be easy to fall into a routine of simply executing that strategy. However, if you don't take the time to understand what is and isn't working, all your execution efforts will be for nothing.

14 – Not testing new tactics and ideas.

- [ ] The truth is, there is no one-size-fits-all approach to achieving social media marketing success. Furthermore, a tactic that's working great now may not get the same results in a few months. As a result, you should always be testing and experimenting with new ideas.

15 – Neglecting SEO.

- [ ] All social media platforms contain their own search engines and many of them can be indexed by Google, Bing and other third-party search engines, making SEO an important component of any campaign or contest.

16 – Neglecting community management.

- [ ] Social media community management is all about nurturing your social audience to make it stronger, larger and more engaged.

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