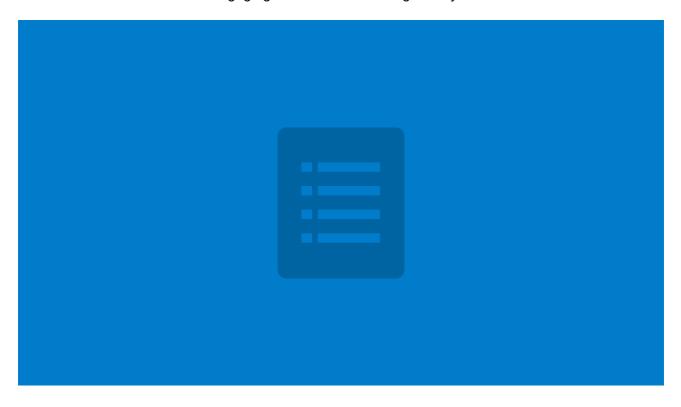
Social Media Checklist

Check Before You publish: A social media checklist to make sure you're delivering the most valuable, actionable. engaging social media messages for your audience!



Is it educational or entertaining?
Is the voice correct?
Is it too long?
Is the URL correct?
Should I target a specific audience?
Did I use the right keywords and hashtags?
How many times have I already posted today?
Did I spell check?
Will I be okay with absolutely anyone seeing this?
Is this a reactive post or is it well thought-out?
Did I make the most of visual content?
Did I make the most of my update text?