

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?