



# SOCIAL MEDIA CHECKLIST

## 1

### The Basics

Post Topic: \_\_\_\_\_

Publish date: \_\_\_\_\_

## 2

Audience/Purpose

### Audience/Purpose

Post goals:

☐ Create Awareness  
(awareness stage)

☐ Drive conversion  
(decision stage)

☐ Inspire evangelists  
(advocacy stage)

☐ Generate demand  
(consideration stage)

☐ Delight customers  
(adoption stage)

☐ Retention/Check-up  
(keep top of mind)

#### Buyer's Journey

Awareness

Consideration

Decision

Adoption

Advocacy

is this post...

☐ Useful\*  
(70% of posts should be useful)

☐ Promotional  
(20% of all posts should be promotional)

☐ About your company/culture  
(10% or less of posts should be company specific)

\*Useful = Will it drive people to your website? Will it drive social engagement (likes, shares, retweets, comments, etc)?

What's the purpose of this post: \_\_\_\_\_

What I want readers to get out of this post: \_\_\_\_\_

Personas reached:

Persona Name:

Descriptor 1:

Descriptor 2:

Descriptor 3:

1 “ ”

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2 “ ”

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3 “ ”

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What does each persona struggle with?

Persona Name:

Pain Point 1:

Pain Point 2:

Pain Point 3:

1 “ ”

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---

2 “ ”

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---

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3 “ ”

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## 3

### Content

Type of content:

☐ Blog Outreach

☐ Content Offer

☐ Event

☐ Promo Offer

Our brand voice is...

Character: \_\_\_\_\_

(friendly, warm, inspiring, playful, authoritative, professional)

Tone: \_\_\_\_\_

(personal, humble, clinical, honest, direct, scientific)

Language: \_\_\_\_\_

(complex, savvy, insider, serious, simple, jargon-filled, fun, whimsical)

Purpose: \_\_\_\_\_

(engage, educate, inform, enable, entertain, delight, sell, amplify)

Possible relevant keywords or hashtags: \_\_\_\_\_

What can this post help each persona with?

Note: May not be applicable to all

Persona Name: \_\_\_\_\_

Problem: \_\_\_\_\_

Solution: \_\_\_\_\_

**1** “ \_\_\_\_\_ ”  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

**2** “ \_\_\_\_\_ ”  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

**3** “ \_\_\_\_\_ ”  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

What do I want readers to do next, what is my CTA? \_\_\_\_\_

# 4

# channels to post on

## Social Media

### FACEBOOK



Post at (time): \_\_\_\_\_

Recommended character length: 40

Max character length: 63,206

FB post copy: \_\_\_\_\_

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Recommended image size: 1200 x 628

Post complete? ☐

### TWITTER



Post at (time): \_\_\_\_\_

Recommended character length: 100

Max character length: 140

Tweet copy: \_\_\_\_\_

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Recommended image size: 1024 x 512

Post complete? ☐

### GOOGLE+



Post at (time): \_\_\_\_\_

Recommended character length: 200

Max character length: n/a

Google+ post copy: \_\_\_\_\_

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Recommended image size: 497 x 279

Post complete? ☐

### LINKEDIN



Post at (time): \_\_\_\_\_

Recommended character length: 50

Max character length: 600

LinkedIn post copy: \_\_\_\_\_

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Recommended image size: 700 x 400

Post complete? ☐

### INSTAGRAM



Post at (time): \_\_\_\_\_

Recommended character length: 150

Max character length: 2,200

Instagram post copy: \_\_\_\_\_

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Recommended image size: 1080 x 1080

Post complete? ☐

### PINTEREST



Post at (time): \_\_\_\_\_

Recommended character length: 200

Max character length: n/a

Pinterest pin copy: \_\_\_\_\_

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Recommended image size: 735 x 1102

Post complete? ☐

# Social Media

## OTHER

Post at (time): \_\_\_\_\_

Recommended character length: \_\_\_\_\_

Max character length: \_\_\_\_\_

Post copy: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Recommended image size: \_\_\_\_\_

Post complete? ☐

## OTHER

Post at (time): \_\_\_\_\_

Recommended character length: \_\_\_\_\_

Max character length: \_\_\_\_\_

Post copy: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Recommended image size: \_\_\_\_\_

Post complete? ☐

## OTHER

Post at (time): \_\_\_\_\_

Recommended character length: \_\_\_\_\_

Max character length: \_\_\_\_\_

Post copy: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Recommended image size: \_\_\_\_\_

Post complete? ☐

## OTHER

Post at (time): \_\_\_\_\_

Recommended character length: \_\_\_\_\_

Max character length: \_\_\_\_\_

Post copy: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Recommended image size: \_\_\_\_\_

Post complete? ☐

## Image Check!

☐ Are the images the correct size?

☐ Do the images pass the 'stock image' test?

☐ Would this image compell me to click on this post?

☐ Does this image provide a strong first impression and is it related to my topic?

## POST-POST RITUAL

☐ Respond to comments and feedback

☐ Update tracking data

☐ Do I want to boost or promote this as an ad on any social sites?

# Congratulations!

## Ready to post again?



*YSHA*  
YASHA STERLING MANAGEMENT AGENCY