MARKETING LOGISTICS

SOCIAL MEDIA CHECKLIST

1 The Basics

Post Topic: _____

Publish date: _____

2 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:

	1 " "	2 " "	3 " "
Persona Name:			
Descriptor 1:			
Descriptor 2:			
Descriptor 3:			

What does each persona struggle with?

	1 " "	2 " "	3 " "
Persona Name:			
Pain Point 1:			
Pain Point 2:			
Pain Point 3:			

3 Content

Type of content:

- ☐ **Blog Outreach**
- ☐ **Content Offer**
- ☐ **Event**
- ☐ **Promo Offer**

Our brand voice is...

Character: _____
(friendly, warm, inspiring, playful, authoritve, professional)

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

Tone: _____
(personal, humble, clinical, honest, direct, scientific)

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

	1 " _____ "	2 " _____ "	3 " _____ "
Persona Name:	_____	_____	_____
Problem:	_____	_____	_____
Solution:	_____	_____	_____

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

4

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 Ch

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?

Discover The Simplicity Of Digital Brand Control

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