



SOCIAL MEDIA CHECKLIST

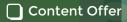
	CHECKLIST
1	The Basics Post Topic:
_	Publish date:
2	Audience/Purpose Post goals: Create Awareness (awareness stage) Cenerate demand (consideration stage) Delight customers Retention/Check-up (keep top of mind) Buyer's Journey Awareness Consideration Decision Adoption Advocacy
	is this post Useful* (70% of posts should be useful) *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: 1 " " 3 " " " " " " " " " " " " " " " "
	Descriptor 1: Descriptor 2: Descriptor 3:
	What does each persona struggle with? Persona Name: Pain Point 1: Pain Point 2:
	Pain Point 3:



Content

Type of content:









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Character: (friendly, warm, inspiring, playful, authoritve, professiona Tone: (personal, humble, clinical, honest, direct, scientific) Possible relevant keywords or hashtag What can this post help each persona Note: May not be applicable to all Persona Name: Problem: Solution:	s:	Language: (complex, savvy, insider, serious, simple, jargon-filled, fun, whimsical) Purpose: (engage, educate, inform, enable, entertain, delight, sell, amplify) "" "" "" "" "" "" "" "" ""
What do I want readers to do next, wh	at is my	CTA?
Social Media		
FACEBOOK	f	TWITTER
Post at (time):		Post at (time):
Recommended character length:	40	Recommended character length: 100
Max character length:	63,206	Max character length: 140
FB post copy:		Tweet copy:
Recommended image size: 1200	x 628	Recommended image size: 1024 x 512
Post complete	e? 🔲	Post complete?
GOOGLE+	G+	LINKEDIN
Post at (time):		Post at (time):
Recommended character length:	200	Recommended character length: 50
Max character length:	n/a	Max character length: 600
Google+ post copy:		LinkedIn post copy:
December de discourseires (OS	7 x 279	Recommended image size: 700 x 400
Recommended image size: 497 Post complete		Recommended image size: 700 x 400 Post complete?
INSTAGRAM	(a)	PINTEREST
Post at (time):		Post at (time):
Recommended character length:	 150	Recommended character length: 200
	2,200	Max character length: n/a
Instagram post copy:		Pinterest pin copy:
Recommended image size: 1080 x		Recommended image size: 735 x 1102
Post complete	e?	Post complete?

	OTHER	OTHER
	Post at (time):	Post at (time):
	Recommended character length:	Recommended character length:
	Max character length:	Max character length:
	Post copy:	Post copy:
	Recommended image size:	Recommended image size:
	Post complete?	Post complete?
	OTHER	OTHER
	Post at (time):	Post at (time):
	Recommended character length:	
	Max character length:	
	Post copy:	Post copy:
	Recommended image size:	Recommended image size:
	Post complete?	Post complete?
	Image Check!	
	Are the images Do the images the correct size? pass the 'stock	
	image' test?	on this post? 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?
	Diagon	tor The Circuliaity Of
	DISCOV	er The Simplicity Of
	DISCON	ital Brand Cantral
Eucen	Dig	ital Brand Control





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