Social Media Checklist

Write Engaging Copy

- ☐ Include A Call To Action (Share, RT, Sign Up, Apply, Read More, Learn More etc)
- ☐ Ask a question
- ☐ Add value (What is the reason you're sharing?)
- ☐ Mention accounts in your copy as appropriate
- ☐ Use hashtags within the copy
- ☐ Incorporate relevant emojis (Posts with emojis perform better)
- ☐ Use trackable links (owl.ly, bit.ly, etc) for all internal links (not 3rd party links)

Include a Visual Element

- ☐ Include your account's logo on the visual
- ☐ Include an alt-text image description for each image
- ☐ Include your website URL
- ☐ Use a consistent color palette
- ☐ Limit videos to 60 seconds (On Insta, Reels tend to perform better than videos posted directly to your feed)
- ☐ Use a custom Cover photo for videos
- ☐ Use multiple images in your posts (Multi-image posts perform better)
- ☐ Use Repost app to share others' iG posts
- ☐ Share posts via IG stories to gain attention

Use Relevant Hashtags

- ☐ Include consistent hashtags on each post
- ☐ Incorporate a consistent branded hashtag
- ☐ Use Relevant Trending Hashtags
- ☐ Limit Hashtags to 15 on Instagram / 5 on Linkedin, Twitter or Facebook
- ☐ Don't include hashtags (only) in the comments separately from the copy

Tag Relevant Users

- ☐ Tag Accounts that are relevant to the post
- ☐ Tag accounts that you want to see your post
- ☐ Don't abuse tagging (IG limits to 30, limit FB & Twitter to no more than 5)

Engage After Posting

- ☐ After posting, like, share or comment on posts from your personal account
- ☐ Share IG Posts as stories to gain attention – include link as appropriate (IG drives traffic well from stories)
- ☐ Send post via Direct or Private message to accounts you think would be interested in the post. Include message of call to action (Please share with your followers, etc)