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)

Prepared by Sandage Social Media Lab