



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



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

Audience/Purpose

Our brand voice is...

Character: _____
 (friendly, warm, inspiring, playful, authoritative, 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

Persona Name:	1 “ _____ ”	2 “ _____ ”	3 “ _____ ”
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

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?



ANDREA CALLAHAN INTERNATIONAL

