Epidemic™
Creating **Greatness** Online!

# SOCIAL MEDIA CHECKLIST

## 1 The Basics

Post Topic: _____

Publish date: _____

## 2 Audience/Purpose

### 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

Content

**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?** _____

Channels to Post On

# 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?

## Congratulations! Ready to post again?

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