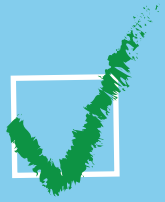




SOCIAL MEDIA CHECKLIST



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

Awareness

Consideration

Decision

Adoption

Advocacy

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:

Persona Name:

Descriptor 1:

Descriptor 2:

Descriptor 3:

1 " " "

2 " " "

3 " " "

What does each persona struggle with?

Persona Name:

Pain Point 1:

Pain Point 2:

Pain Point 3:

1 " " "

2 " " "

3 " " "

Audience/Purpose

3

Content

Type of content:

Blog Outreach

Content Offer

Event

Promo Offer

4

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? _____

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?

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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