

SOCIAL MEDIA CHECKLIST

1

The Basics

Post Topic: _____

Publish date: _____

2

Audience/Purpose

Post goals:

- | | | |
|---|--|---|
| <input type="checkbox"/> Create Awareness
(awareness stage) | <input type="checkbox"/> Drive conversion
(decision stage) | <input type="checkbox"/> Inspire evangelists
(advocacy stage) |
| <input type="checkbox"/> Generate demand
(consideration stage) | <input type="checkbox"/> Delight customers
(adoption stage) | <input type="checkbox"/> Retention/Check-up
(keep top of mind) |

Buyer's Journey

Awareness
Consideration
Decision
Adoption
Advocacy

is this post...

- | | | |
|---|--|--|
| <input type="checkbox"/> Useful*
(70% of posts should be useful) | <input type="checkbox"/> Promotional
(20% of all posts should be promotional) | <input type="checkbox"/> 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 “ ”

3

Content

Type of content:

- | | | | |
|--|--|--------------------------------|--------------------------------------|
| <input type="checkbox"/> Blog Outreach | <input type="checkbox"/> Content Offer | <input type="checkbox"/> Event | <input type="checkbox"/> Promo Offer |
|--|--|--------------------------------|--------------------------------------|

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: _____

Problem: _____

Solution: _____

1 “ _____ ”

2 “ _____ ”

3 “ _____ ”

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?



Rocket Driver

www.rocketdriver.com

