

# SOCIAL MEDIA CHECKLIST

# 1

## The Basics

Post Topic: \_\_\_\_\_

Publish date: \_\_\_\_\_

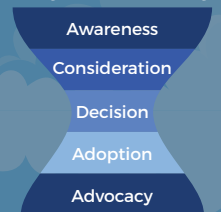
# 2

## 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:

<p>Persona Name: _____</p> <p>Descriptor 1: _____</p> <p>Descriptor 2: _____</p> <p>Descriptor 3: _____</p>	<p>1 " " _____</p> <p>2 " " _____</p> <p>3 " " _____</p>	<p>1 " " _____</p> <p>2 " " _____</p> <p>3 " " _____</p>
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What does each persona struggle with?

<p>Persona Name: _____</p> <p>Pain Point 1: _____</p> <p>Pain Point 2: _____</p> <p>Pain Point 3: _____</p>	<p>1 " " _____</p> <p>2 " " _____</p> <p>3 " " _____</p>	<p>1 " " _____</p> <p>2 " " _____</p> <p>3 " " _____</p>
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# 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?



The Aperture Business Center is a simplified dashboard of cloud based digital marketing solutions.

Aperture Social Connector™ gives your business one place to stay social, generate leads, schedule ready-to-publish content, and communicate with your followers all in one place. It's social media management made simple.

Visit [ApertureABC.com](http://ApertureABC.com) to schedule a demo.