

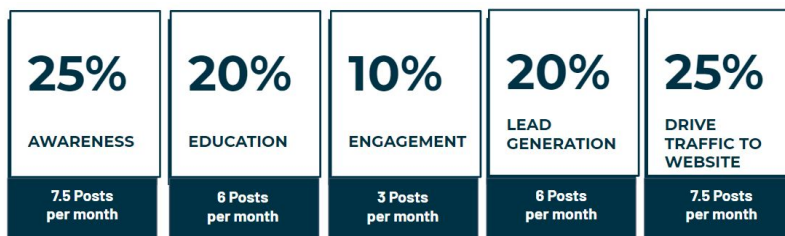


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Social Media Plan Checklist

Social media takes a tremendous amount of attention to detail. Here are some best practices we use to maintain excellence in our social media campaigns. [Reach out to us](#) if we can help you achieve your social media goals.

1. **Identify your goals** with social media before you create posts. Some goals are:
 - a. Awareness - Staying top of mind with your audience.
 - b. Education - Informing your audience about your industry/service/products
 - c. Engagement - Encouraging your audience to interact with your brand and each other.
 - d. Lead Generation - Driving conversations that lead to sales.
 - e. Driving Traffic - Getting people to your website
2. **Understand your audience.** Deeply. Dig into their:
 - Demographics
 - Psychographics - attitudes and aspirations
 - Buyer's journey
 - Pain points that led them to seek a solution
 - Personal and professional goals
 - Motivations
 - Obstacles
3. **Create a plan** that includes **when** you will post, **who** the audience the post is for, **why** you are posting, **where** you are posting (which platform), **what** you are posting, and **how** you will measure the success of your post.
4. **Prioritize the types of posts** by your social media goals.



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5. **Define your KPIs** (key performance indicators) for each type of post.
6. **Grammar matters.** Read every post out loud. Really. You will catch more grammar/spelling errors this way. If you aren't confident in your English grammar, run the copy through [Grammarly](#) or [ProWritingAid](#). You don't want readers to associate your brand with being careless.
7. **Remember your brand.** Think through each post in terms of your brand. Just because a post looks or sounds great doesn't mean it's right for your brand. Review your brand standards and evaluate each post against that.
8. **Be concise** with the copy in your posts. People skim; they don't read. If you can say it in a simpler way, then rephrase it. For example, this phrase is bloated with too many words.
"In order to figure out how to make the most of your time, do some research into time management strategies."

Condense it to read:

"Make the most of your time by utilizing time management strategies."

Not only is that sentence shorter, it is also more engaging, as it is now an imperative statement (a command) rather than declarative (a statement).

9. **Use hashtags** relevant to your audience and industry. Research hashtags if you are not sure.
10. **Make every post count.** Never think of a post as "filler." If you don't know exactly what the goal of the post is, rethink, rewrite, and redesign it.