

# 12-step Social Media Checklist

By admin

- Is the message educational or entertaining?
- Is the voice correct?
- Is it too long?
- Is the URL correct?
- Should I target a specific audience with this message?
- Did I use the right keywords and hashtags to maximize exposure?
- How many times have I already posted something today?
- Did I spell check?
- Will I be okay with absolutely anyone seeing this?
- Is this reactive communication or is it well thought-out?
- Did I make the most of visual content e.g. images, video, slides?
- Did I make the most of my update text e.g. headline formulas, polls, quizzes?