Social Media Post Checklist

- ❑ Reviewed style standards

- ❑ Created a UTM code

- ❑ Researched & added relevant hashtags

- ❑ Checked CTA

- ❑ Looked closely at .com page we're linking to

- ❑ Checked timing of post

- ❑ Is this post written in a way that will grab people's attention?

- ❑ Can the post be shortened at all?

- ❑ Can this content be scheduled on other channels, or shared departmentally?

- ❑ Can multiple posts be created from this content? Filler content?