

# SO CI AL

## CONTENT CHECKLIST

### PURPOSE

- WHY AM I POSTING THIS?
- WHAT IS THE DRIVER?
- WHAT VALUE DOES THIS CONTENT ADD?
- IS IT TOPICAL/RELEVANT?
- AM I PANIC POSTING? (POSTING FOR THE SAKE OF IT)
- IS THIS THE RIGHT APPROACH?

### TARGETED

- WHO IS THIS POST TARGETED TO?
- WHO AM I TALKING TO?
- WHAT DO YOU NEED THEM TO KNOW?
- WHAT DO THEY WANT TO KNOW?
- WILL THIS CONTENT RESONATE WITH THEM?

### TIMING

- WHAT IS THE BEST TIME OF DAY TO POST IN THIS PLATFORM?
- CAN I SCHEDULE THE POST TO DISPLAY AT A BETTER TIME?
- IS THERE ANYTHING ELSE HAPPENING THAT WOULD DETRACT FROM THIS POST?
- WILL THIS POST COMPETE WITH ANOTHER DEPARTMENTAL POST?

### QUALITY

- IS THERE A VISUAL/RICH MEDIA ELEMENT I COULD USE?
- COULD I USE FEWER WORDS?
- AM I USING THE RIGHT TONE?
- HAVE I GOT THE RIGHT HASHTAGS?
- HAVE I TAGGED THE RIGHT PEOPLE?

### SUCCESS

- WHAT AM I TRYING TO ACHIEVE?
- WHAT DO YOU WANT THE AUDIENCE TO DO?
- WHAT IS 'SUCCESS' FOR THIS POST?
- WHAT DATA IS AVAILABLE?

# ME DIA