

# SOCIAL MEDIA POSTING CHEAT SHEET

## 1. Set Clear Objectives

- **What to do:** Define the purpose of your post.
  - **Examples:** Brand awareness, website traffic, product promotion, lead generation.
- **How to do it:**
  - Make objectives **SMART** (Specific, Measurable, Achievable, Relevant, Time-bound).
  - Align goals with your business strategy.
- **Tip:** Keep objectives concise and focused.

## 2. Research & Plan Content

- **What to do:** Plan content that resonates with your audience.
  - **Key actions:**
    - Identify audience interests.
    - Research trending topics, industry news, or competitor posts.
    - Decide post format (text, image, video).
    - Create a **content calendar** to organize posts.
- **Tip:** Post at the **optimal times** for each platform (e.g., early mornings for LinkedIn, late afternoons for Instagram).

## 3. Prepare Creative Visuals

- **What to do:** Design visuals that complement your message.
  - **Key actions:**
    - Align colors, fonts, and style with your brand.
    - Use tools like **Canva** or **Adobe Spark** for high-quality visuals.
    - Ensure visuals are optimized for each platform's dimensions.
- **Tip:** **Video posts** generally get more engagement than images.

#### 4. Draft Post Copy

- **What to do:** Write clear, engaging copy.
  - **Key actions:**
    - Craft a catchy headline to grab attention.
    - Write concise, engaging copy with a **clear call-to-action (CTA)**.
    - Include relevant **hashtags** and **mentions**.
- **Tip:** Keep it short but impactful; remember platform-specific character limits.

#### 5. Proofread and Edit

- **What to do:** Ensure accuracy and clarity.
  - **Key actions:**
    - Check for **spelling/grammar errors**.
    - Verify tone and messaging align with your brand's voice.
    - Double-check links, mentions, and hashtags.
- **Tip:** Always review your post aloud or use tools like **Grammarly** to spot mistakes.

#### 6. Check Links

- **What to do:** Ensure links work correctly.
  - **Key actions:**
    - Test each link to verify it leads to the correct page.
    - Ensure no **broken links** or errors.
- **Tip:** Test links on both desktop and mobile versions for compatibility.

#### 7. Finalize Content

- **What to do:** Ensure content is ready to be posted.
  - **Key actions:**
    - Review the content for consistency with your brand.
    - Optimize for each platform (adjust copy length, image size, etc.).

- Obtain stakeholder approval if necessary.
- **Tip:** Save finalized content in organized folders for future reference.

## 8. Schedule Post

- **What to do:** Schedule posts for consistent delivery.
  - **Key actions:**
    - Use tools like **Hootsuite**, **Buffer**, or **Later** to schedule posts.
    - Choose the best time for your audience.
    - Set reminders to monitor scheduled posts.
- **Tip:** Use **automation tools** to save time, but stay flexible in case of urgent changes.

## 9. Monitor Post Performance

- **What to do:** Track engagement metrics.
  - **Key actions:**
    - Monitor likes, comments, shares, clicks, and impressions.
    - Use built-in analytics tools (e.g., **Facebook Insights**, **Instagram Analytics**).
    - Identify trends and popular content.
- **Tip:** Track performance over **time** to understand patterns and improve future posts.

## 10. Engage with Followers

- **What to do:** Interact with your audience.
  - **Key actions:**
    - Respond to comments, messages, and mentions.
    - Keep responses **personalized** and **timely** (within 24 hours).
    - Show appreciation for follower engagement.
- **Tip:** Actively **engage in conversations** to boost community and loyalty.

## 11. Analyze Results & Refine Future Posts

- **What to do:** Evaluate post performance and adjust.
  - **Key actions:**
    - Review key metrics like reach, engagement, and conversions.
    - Analyze patterns and adjust your content strategy.
    - Experiment with different content types (e.g., videos, polls, stories).
- **Tip: A/B testing** different posts helps find what resonates best with your audience.

## 12. Use Hashtags Effectively

- **What to do:** Maximize visibility with the right hashtags.
  - **Key actions:**
    - Research popular, relevant hashtags for each platform.
    - Use **3-5 hashtags** to maintain focus (don't overuse).
- **Tip:** Create a **branded hashtag** for campaigns or community building.

### Bonus Tips:

- **Consistency is key:** Post regularly but avoid spamming followers.
- **Time zones matter:** Consider when your target audience is most active.