



ANSWER THESE QUESTIONS.

CONTENT DEVELOPMENT

Are you planning content aligned with your brand voice?

AESTHETIC VISUALS

Are your visuals reinforcing your brand identity and fits your visual style?

REAL-TIME ENGAGEMENT

Do you interact with your audience to show your engagement?

HASHTAG & HANDLE STRATEGY

Have you included relevant hashtags & tag handles in your posts to maximise your reach?

METRICS AND ANALYTICS

Do you track key metrics to optimise content and refine?

INFLUENCER ENGAGEMENT

What partnerships with other brands and creators in your industry are aligned with your target audience?

TARGET AUDIENCE

Do you tailor your messaging to how they want to engage?

80-20 RULE

Is your content 80% connection & building relationships with followers and 20% asking for what you need from them?

YOUR ANSWERS ARE YOUR SOCIAL MEDIA CHECKLIST.