

# CREATING ENGAGING SOCIAL MEDIA CHECKLIST

## **Blog Post Title/Topic**

How many bullet points do you have? List them on a spreadsheet as content you'll share on your social media pages.

## **Facebook content**

Note when you have the highest engagement. Post then. Note what people are engaging with. Be present to interact when your followers are there.

## **Twitter content**

Note when you have the highest engagement. Post then. Note what people are engaging with. Be present to interact when your followers are there.

## **LinkedIn post title/topic**

Repurpose a blog post & share an article on your business page. Share updates from this article as you would from your blog content.

## **Instagram**

Know what image you'll use. Make note of the hashtags that gain you interaction.

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## **Pinterest**

Make a graphic that is suitable for your Pinterest boards.

## **Facebook Live**

Host a FB Live to share/re-purpose content. Host a quick session based on a blog post you recently shared. Offer actionable tips in the Live chat.

## **SnapChat**

Are you using SnapChat according to any strategy for your blogging business? If so, note its success and your strategy.

## **Make a physical checklist**

Whether you work with a paper editorial calendar or a digital one, make note of this info, add in your blogging schedule, make note of items you'll share on social, determine what graphics you need to make and by when.

Use your editorial calendar as your daily content strategy task list.