

# Social Media

## Checklist for posting content



A checklist for posting social media content is designed to ensure that each social media post your company makes is well-prepared, engaging and aligns with your business's goals and messaging.

We have drawn up the following checklist for you to use with your business, so you can ensure your social media content is consistent. This is simply a starting point, so the checklist can – and should – be tailored to your business's specific needs and strategies.

**Use this checklist to help you post consistently high-quality, social media content.**

### 1. Content planning

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Define your content objective

Identify your target audience

Choose the social media platform(s) for your post

Determine the post's content type (is it an image, a video, text or a link?)

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### 2. Create the content

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Write, create or gather the content

Use engaging and concise captions or descriptions

Design or edit visuals (where applicable)

Ensure that the content is high-quality

Notes:

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### 3. Scheduling and timing

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Decide on the best time to post (consider your audience's online activity)

Use a scheduling tool to plan and automate posting if necessary

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### 4. Hashtags and keywords

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Research and choose relevant hashtags

Include keywords for search engine optimisation (SEO)

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### 5. Engagement and interaction

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Plan how you will engage with comments and messages

Encourage interaction by asking questions or running polls

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### 6. Proofreading and editing

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Review content for errors, clarity and consistency

Ensure that the content complies with your business's brand voice

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### 7. Check links and visuals

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Check the resolution of images and videos and their quality

Ensure any images used are copyright-compliant

Verify all links work and lead to the correct destinations

Check the preview when sharing links

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## 8. Compliance

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- Ensure your posts comply with platform policies
- Ensure all posts comply with financial regulation guidelines

Notes:

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## 9. Tracking, measurement and analysis

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- Set up tracking links to monitor performance
- Make a plan to analyse metrics like reach, engagement and conversion
- Engage with comments and messages promptly
- Analyse post performance to understand what worked and what didn't
- Use insights for future content planning

Notes:

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## Investment risk information

The value of investments, and the income from them, may fall or rise and investors may get back less than they invested.

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