

Social media checklist poster

This poster can be used as a guidance document for long- or short term social media communication. We advise to use one separate poster as a general reminder in the office and to think about the different steps when approaching social media communication on a daily basis.

OUR CORE MESSAGE(S)

.....

OUR CORE SOCIAL MEDIA GOAL(S)

- 1.
- 2.
- 3.

OUR TONE OF VOICE

.....

OUR MAIN TARGET AUDIENCE(S)

- 1.
- 2.
- 3.

OUR PLATFORMS TO BE USED

- 1.
- 2.
- 3.

Key social media communication tips

Quality over quantity

Choose platforms wisely; fish where the fish are.

Persona

Build persona and target these persona on the right social media platforms.

Think 5-3-2

50% content curation, 30% content creation about yourself, 20% humanisation.

The sticky factor

Simple
Unexpected
Concrete
Credible
Emotional
(with a) Story

Plan

Create a social media content planner and (re)schedule content

Date	Topic	Content type	Channel	Copy	Target Audience	Goal(s)

Create

Visuals	Video
Canva Snappa Infogram Piktochart Powerpoint Lightroom	Gifmaker Unfold VSCU Layout Snapseed Lightroom Boomerang Hyperlapse Inshot Adobe Spark Gravie Giphy (world) Biteable

Advertise

To campaign, gain more visibility or reach a very specific audience.