

5 STEP SOCIAL MEDIA POSTING CHECKLIST

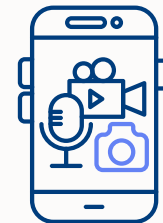


1. Messaging and Caption

- Caption tells a clear story
- Messaging is dynamic, engaging, and personable
- Caption includes a call to action (e.g., share, learn more, visit a resource)
- Links (if included) work properly

2. Visual Content

- Visuals are relevant to the messaging
- Graphics, images, and videos are visually engaging
- Branding is consistent (e.g., office logo, campaign logo)
- Appropriate media type is used



3. Hashtags

- Campaign hashtag included (*A campaign hashtag is recommended to boost engagement, expand reach, and make campaign content easier to find*)
- Additional relevant hashtags added



4. Tagging/Collaboration

- Partner organizations, collaborators, and relevant agencies are tagged
- Verify tags lead to the correct accounts
- Tags support cross-promotion and campaign visibility

4. Final Review

- Post aligns with campaign goals and messaging
- All elements (caption, visuals, hashtags, and tags) work properly



READY TO POST