THE MENTA TRICKS OF Social Media

Social Post Checklist

Consistency is key when scheduling your posts, but don't forget that quality over quantity applies as well!

Make sure your posts are the best they can be by doing a few simple checks before you set your content free in the world.

We recommend posting once a day if you can!

- Is it blurry?
- Is any text readable?
- Does it fit your aesthetic?
- Does it flow with the previous post?

- [ ] Double check Spelling & Grammar
- [ ] Does it *look* good?
- [ ] Tag your images!
- [ ] Tag your location
- [ ] Use your hashtags (p21)
- [ ] Reply to any comments on your post ASAP!
- [ ] Share extras and behind the scenes content to support your post in your story!

If you're posting about another business or location, or even wearing a particular brand in your post - Tag them to maximise your exposure!

People love to see the real "you" behind the perfect exterior - break the stigma of an Instagram perfect life.
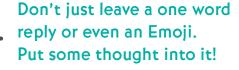
Responding to comments within the first 30 minutes to an hour after posting will help boost your engagement.

Daily Tasks for Growth*

Even if you don't post every day, it's really important that you show up! Consistency is key, so make sure you keep up with your accounts and engage with your audience every day to keep them coming back for more.

Don't just leave a one word reply or even an Emoji. Put some thought into it!

- [ ] Post your content (if scheduled)

- [ ] Respond to all comments on your recent posts.

- [ ] Leave 10 comments on posts in your feed.

- [ ] Follow 3-5 new accounts in your niche.

- [ ] Respond to all your DM's (& remove any spam!)

- [ ] Thank people who have tagged you or shared your content

- [ ] Like and Save at least 15 posts from 3 Hashtags in your notes (p20)

Gratitude and humility is key - People want to feel appreciated.

Saving posts is more effective for engagement than likes on Instagram - so be sure to hit the bookmark icon - and others are more likely to save yours too

*On social media - if only this could make us taller...