KYRIOS

Social Media Checklist ✓

1

The Basics

Post Topic: _____

Publish Date: _____

2 Audience/Purpose

Audience/Purpose

Post goals:

- ☐ Create awareness (awareness stage)
- ☐ Drive conversion (decision stage)
- ☐ Inspire evangelists (advocacy stage)
- ☐ Generate demand (consideration stage)
- ☐ Delight customers (adoption stage)
- ☐ Retention/Check-up (keep top of mind)

Buyer's Journey
- Awareness
- Consideration
- Decision
- Adoption
- Advocacy

is this post...

- ☐ Useful* (70% of posts should be useful)
- ☐ Promotional (20% of all posts should be promotional)
- ☐ About your company/culture (10% or less of posts should be company specific)

*Useful = Will it drive people to your website? Will it drive social engagement (likes, shares, reposts, comments, etc)?

What's the purpose of this post: _____

What I want readers to get out of this post: _____

Personas reached:

	1 " "	2 " "	3 " "
Persona Name:	_____	_____	_____
Descriptor 1:	_____	_____	_____
Descriptor 2:	_____	_____	_____
Descriptor 3:	_____	_____	_____

What does each persona struggle with?

	1 " "	2 " "	3 " "
Persona Name:	_____	_____	_____
Pain Point 1:	_____	_____	_____
Pain Point 2:	_____	_____	_____
Pain Point 3:	_____	_____	_____

3

Content

Type of content:

- ☐ Blog Outreach
- ☐ Content Offer
- ☐ Event
- ☐ Promo Offer

Our brand voice is...

Character: _____
(friendly, warm, inspiring, playful, authoritative, professional)

Language: _____
(complex, savvy, insider, serious, simple, jargon-filled, fun, whimsical)

Tone: _____
(personal, humble, clinical, honest, direct, scientific)

Purpose: _____
(engage, educate, inform, enable, entertain, delight, sell, amplify)

Possible relevant keywords or hashtags: _____

What can this post help each persona with?
Note: May not be applicable to all

1 " _____ "
2 " _____ "
3 " _____ "

Persona Name: _____   _____   _____
Problem: _____   _____   _____
Solution: _____   _____   _____

What do I want readers to do next, what is my CTA? _____

Social Media

FACEBOOK
Post at (time):
Recommended character length: 40
Max character length: 63,206
FB post copy: _____
_____
_____
_____
Recommended image size: 1200 x 630
Post complete? ☐

X
Post at (time):
Recommended character length: 240-259
Max character length: 280
Tweet copy: _____
_____
_____
_____
Recommended image size: 1600 x 900
Post complete? ☐

YOUTUBE
Post at (time):
Recommended character length: 157
Max character length: 5000
FB post copy: _____
_____
_____
_____
Recommended image size: 1280 x 720
Post complete? ☐

LINKEDIN
Post at (time):
Recommended character length: 150-300
Max character length: 700
Tweet copy: _____
_____
_____
_____
Recommended image size: 1200 x 627
Post complete? ☐

INSTAGRAM
Post at (time):
Recommended character length: 125
Max character length: 2200
instagram post copy: _____
_____
_____
_____
Recommended image size: 1080 x 1080
Post complete? ☐

PINTEREST
Post at (time):
Recommended character length: 200
Max description length: 500
Pinterest pin copy: _____
_____
_____
_____
Recommended pin size: 1000 x 1500
Post complete? ☐

SNAPCHAT
Post at (time):
Recommended character length: 50
Max character length: 80
Snap Caption copy: _____
_____
_____
_____
Recommended image size: 1080 x 1920
Post complete? ☐

TIKTOK
Post at (time):
Recommended character length: 40
Max character length: 4000
Tiktok Caption copy: _____
_____
_____
_____
Recommended image size: 1080 x 1920
Post complete? ☐

Social Media

QUORA

Post at (time):
Recommended character length: 150
Max character length: 250
Quora post copy: _____
_____
_____
_____

Recommended image size: 600 x 315
Post complete? ☐

REDDIT

Post at (time):
Recommended character length: 60-80
Max character length: 40,000
Reddit post copy: _____
_____
_____
_____

Recommended image size: 1600 x 900
Post complete? ☐

WHATSAPP

Post at (time):
Recommended character length: 1024
Max character length: 65,536
Message copy: _____
_____
_____
_____

Recommended image size: 800 x 800
Post complete? ☐

TELEGRAM

Post at (time):
Recommended character length: 60-300
Max character length: 4096
Telegram copy: _____
_____
_____
_____

Recommended image size: 512 x 512
Post complete? ☐

Image Check!

☐ Are the images the correct size?

☐ Do the images pass the 'stock image' test?

☐ Would this image compel me to click on this post?

☐ Does this image provide a strong first impression and is it related to my topic?

POST-POST RITUAL

☐ Respond to comments and feedback

☐ Update tracking data

☐ Do I want to boost or promote this as an ad on any social sites?

Congratulations!
Ready to post again?

For more marketing tips, tricks and ideas
visit us online:

https://KyriosSystems.com/