



Social Media Posting Checklist

Use this checklist as a sort of Quality Assurance step before you post to make sure you're maximizing the effectiveness of your social media.

- High-quality content: No dark or blurry photos, blurry memes, or irrelevant videos. Ask before you post: if someone was going to make a coffee-table book filled with all of the content you posted to social media, would you be proud to have this content printed? Is the content relevant to your life as an author?
- Caption: Does your caption help explain the relevance of the content to your account and your life as an author? Or is it a continuation of an excerpt from your work? Clear, well-written captions can make or break a post, win or lose a fan.
- Hashtags: Research all of the hashtags you'd like to use *before* you prepare to post your content. Ensure they are relevant and you're not crash-tagging; ensure they're actually hashtags people are using and alternately browsing; ensure that your target audience cares about and searches that hashtag.

Call to Action (CTA): Does your content, in the graphic or in the caption, include an authentic call to action? Here are some examples of CTAs:

- Follow the link to get your copy now
 - Double-click if you agree [with something in the photo or caption]
 - Like and share to spread the love and inspiration
 - Share your thoughts in the comments
 - Follow this link to enter the giveaway ASAP
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- Formula: [Action you desire them to perform] + [benefit for the action-taker].
 - Benefit is inherent when we ask people to share their thoughts or make the focus on them and their opinion.