CHECKLIST FOR SCHEDULING SOCIAL MEDIA

A companion to this post: https://taraswiger.com/make-social-media-easier-aka-schedule-things/

Note: This checklist is designed for a blog post, but you could use it for other scenarios, too - like creating a new product, launching a new e-course, or hosting an in-person event! Be sure to save this to your own Google Drive so you can update it, print it, or copy it for other things!

Every time you write a blog post, schedule it on social media:

❏ Schedule tweet for when it goes live (The title, edited to sound like a real sentence or question)

❏ Schedule tweet (with picture) for 7-8 hours later and again for 2 -5 days later

❏ again 2 months later – give or take

❏ Schedule post to Facebook page as a "text post" (without the link). Quote the entire blog post (or the best part!) for the day it goes live

❏ Schedule another post to Facebook as "image post" with link back to post, for 1 week or so later.

❏ Make image that is Pinterest-worthy and Instagram-worthy and add to the post.

❏ Pin the post after it goes live, to a board that matches with the content of the post.

❏ Post the image to Instagram when the post is live (change the link in my profile to link directly to the post if it's really something I want people to click on!)