

# Social Media Checklist

B U F F E R

## Check Before You Publish

A social media checklist to make sure you're delivering the most valuable, actionable, engaging social media messages for your audience!

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- Is it educational or entertaining?**
- Is the voice correct?**
- Is it too long?**
- Is the URL correct?**
- Should I target a specific audience?**
- Did I use the right keywords and hashtags?**
- How many times have I already posted today?**
- Did I spell check?**
- Will I be okay with absolutely anyone seeing this?**
- Is this a reactive post or is it well thought-out?**
- Did I make the most of visual content?**
- Did I make the most of my update text?**

