

Social Media Campaign Planning Checklist

- ☐ **Define your campaign's purpose:** Clearly establish your campaign's aim, such as increasing followers, driving leads, or creating brand awareness.
- ☐ **Prepare social content for the next two weeks:** Efficiently manage your brand's social media presence across multiple networks by scheduling core messaging in advance. This proactive approach will keep your calendar full and organized.
- ☐ **Determine metrics and goals:** Identify the metrics you'll use to measure campaign success.
- ☐ **Review and ensure message appropriateness:** Thoroughly review all messages to avoid offensive or culturally insensitive content before scheduling your campaign.
- ☐ **Cover the appropriate social networks:** Ensure your campaign covers all relevant social networks where your brand is present.
- ☐ **Incorporate strong images:** Use visually appealing images to enhance content readership and increase engagement.
- ☐ **Use hashtags strategically:** Create a custom hashtag to unify your campaign posts or leverage timely and topical hashtags for increased exposure.
- ☐ **Respond to social messages:** Establish a routine for consistently responding to incoming social messages.