



SOCIAL MEDIA

# Checklist

MILLENNIAL MEDIA

A vertical strip on the left side of the page features a close-up photograph of several pink peonies. The flowers are in various stages of bloom, with some showing deep pink petals and others appearing lighter and more delicate. The background is a soft, out-of-focus light blue and white.

# Introduction

## A VALUABLE RESOURCE FOR YOU

During the creative process, there will be a constant stream of communication and information flowing back and forth between you and the production team. Things can become even more complex if you're working on multiple branding or content marketing projects simultaneously!

To help you maintain organization over the various components involved in this exciting endeavor, we've created this handy interactive checklist to be used as a reference guide over the course of your creative timeline.

While every item may not be needed for your particular project, we recommend keeping a copy of this list in an accessible location so it can be referred to easily during the various stages of the production process.

# Checklist

## SOCIAL MEDIA STARTER PACK ELEMENTS

- Social media login credentials for each account needing to be set up or managed (email, user id, and password)
- Website link
- Any public contact info to be listed on the social media profile. This may include your email, phone number, and/or business address.
- Your business email address
- Any content for your about page or profile bio
- Logo and any branded content including a profile photo, preferred colors, and fonts
- Social media plugins or app integrations with your website
- Social media scheduler account (Hootsuite, Buffer, or Tailwind)

# Checklist

## SOCIAL MEDIA ELEMENTS

- Edited content for posts
- Raw content for posts (optional for copywriting or editing packages). This can include material from your books, blogs, or sermons.
- Preferred photos, images, or graphics for headers and posts
- Preferred color scheme, photo editing preset, image style, and content layout for Instagram
- Keywords and landing page links for Pinterest
- Boards and topics for Pinterest
- Call to Action for Facebook Header
- Defined voice or writing style for social media platforms
- Familiarity with Facebook Live, Periscope, and Instagram Stories for optimal live video experience
- Preferred hashtags for Instagram and Twitter

# Checklist

## SOCIAL MEDIA STRATEGY ELEMENTS

- Comprehensive social media content strategy that incorporates your primary content drivers and fits within your overall online communication purpose
- Specific social media strategy for each of your platforms
- Optional social media growth strategy (This may include active participation and reaching out to networks, creating a Facebook Group or becoming a member of one, effectively using keywords and hashtags, or occasionally using paid social media ads.)
- Content creation and curation strategy
- Content publishing strategy (once a week, bi-monthly, once a month, etc.)
- Editorial calendar