

Social Media Strategy Checklist

Simplify your strategy.
Strengthen your results.

01. Define Your Brand and Goals

- ✓ Identify your top 3 business goals (awareness, engagement, conversion, retention)
- ✓ Clarify your brand voice and tone (friendly, professional, bold, etc.)
- ✓ Know your audience — demographics, pain points, and what motivates them
- ✓ Choose 1–2 primary platforms that align with your audience

02. Plan Your Content Strategy

- ✓ Choose 3–5 core content pillars (topics you want to be known for)
- ✓ Mix your content types (educational, entertaining, promotional, inspirational)
- ✓ Plan content around key dates, launches, or campaigns
- ✓ Set a consistent posting schedule you can maintain



03. Create On-Brand Visuals

- ✓ Use consistent fonts, colors, and filters to maintain brand identity
- ✓ Design templates for posts, reels, and stories
- ✓ Include your logo or handle subtly in each visual



04. Automate and Schedule

- ✓ Use tools like Meta Business Suite, Later, or Sprout to plan ahead
- ✓ Batch-create content weekly or monthly
- ✓ Schedule posts during your audience's peak activity times
- ✓ Automate DMs, email replies, and lead capture when possible

05. Track, Learn & Adjust

- ✓ Review insights weekly: engagement rate, reach, and link clicks
- ✓ Identify your top-performing content each month
- ✓ Test new post formats, hashtags, or captions
- ✓ Adjust based on what resonates most with your audience