

## Checklist for Writing Engaging Posts that Build Your Community and Get Shared!

- I am creating posts using a variety of post types and media
- I have investigated and considered advertising or boosting my best-performing Facebook posts
- I am studying an overview of post-performance in my Facebook Insights ad manager
- I have specified a targeted, custom audience for my Facebook post boosts and ads
- I have set a goal for my Facebook Ads
  - “Likes”
  - Lead generation
- I am posting updates about products or packages, asking myself “what do my fans want to hear about?”
- I have increased my odds of getting my trending-based posts shared by:
  - Including a powerful graphic
  - Using both popular and unique, specific keywords
  - Including a Call to Action at the end or a strong incentive to share
- I have repurposed my posts by tweaking them for other social networks such as:
  - Twitter
  - Slideshare

- Pinterest
- LinkedIn
- Scribd.com
- I am:
  - Planning my Facebook posts
  - Keeping my Facebook posts as short and succinct as I can
  - Using curiosity-inducing, relevant titles, headlines and graphics
  - Editing my Facebook posts before posting
  - Sticking to one single point per Facebook post
- I am monitoring, creating and using relevant hashtags on Facebook
- I am limiting my hashtag use to no more than two at a time
- I visit Hashtags.org and I regularly check out:
  - Popular hashtags
  - Trending hashtags
- I am avoiding:
  - Shocking, violent or depressing graphics
  - Negative posts
  - Irrelevant posts
  - Venting
  - Complaining
  - Uploading too many photos at once

- Spammy or overly-promotional posts
- Duplicate product announcements in multiple Facebook Groups
- I have verified my Facebook Page
- I have considered adding quizzes and polls to my Facebook Post types
- I am using “closed” questions to stimulate answers: For example, prompting people with multiple-choice options instead of open-ended questions
- I have created a closed or secret Facebook Group to increase authority, trust, accuracy in researching and targeting, community bonding for quality posts
- I am avoiding the need for an obvious CTA by making people curious with my posts
- I am making sure that links I include in my post are worth clicking on by making sure they lead to valuable, entertaining content that will encourage people to stay at that link
- I am using full link URLs in my Facebook Posts so the link preview can be generated?
- I am familiarizing myself with:
  - Optimal photo sizes for various Facebook Photos
  - Mobile Facebook sharing
- I am making sure my photos have catchy headlines and titles
- I have created and am building a folder full of quality images that are relevant to my brand
- I have taken steps to ensure I thoroughly understand the audience I wish to capture with my posts



- I understand my posts' individual purposes and goals
- I am checking my feedback
- I have increased the quality, authenticity, relevance and share-ability of my Facebook posts