FREE CHECKLIST:
YOUR COMMON SENSE GUIDE TO GETTING POSTS RIGHT ON SOCIAL

Equinet
THE INBOUND
AGENCY

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Social media not only has the unfortunate capacity to remember your ill-thought out post, but also to spread it far and wide. Post something problematic and the internet will ensure its preserved forever to haunt your dreams and remind you of that fateful day. So, it's vitally important you do everything you can to mitigate that risk.

Here is a 12-point checklist to avoid problem posts.

In Progress   Done

Take a pause
Take a moment or two to review what you have written. Could you make it more effective? How could readers react to what you have written? Is the post likely to achieve its goal?

Watch your tone
No one likes to be patronised, preached at or made to feel stupid. Is the post written in an appropriate tone for your audience? Are you stating the obvious?

Be positive
No follower or fan likes negative posts and it conveys a poor image of your brand, product, and or organisation. Is your post positive?

Don't boast or brag
While being positive is good, overtly boasting or bragging is not. There are always subtler ways of communicating your company's success. Is your post boastful?

Keep it clean
The modern malaise on social media is over-sharing. Does your post go into too much detail? Is it within the bounds of decency and taste? Are you likely to be breaking any laws – libel, slander, copyright, etc?

Don't be cryptic
Cryptic or "clever" headlines are a pain and these types of puns make a post almost invisible to search engines. Is the point of your post obvious? Will your audience understand it?
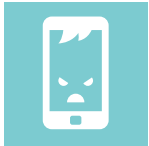
Don't post angry

Don't post when you are angry – take time to calm down and think about what you are going to say. Take a deep breath. Are you sure you want to hit the send button?

Check your timing

Is it the right time for this post? Would it be better later in the day, or later in the week? Check the news and media – has it become overtaken by developments? If you wait, will you have a better story to tell?

Check your facts

It is all too easy to look stupid when posting a fact from memory. Are you sure you've got the right information? Have you checked with a reliable source for verification?

THINK before you post

There is a popular acronym to help you think before you post – conveniently it is actually THINK. Look at your post and consider:

T   Is it True?
H   Is it Helpful?
I   Is it Inspiring?
N   Is it Necessary?
K   Is it Kind?

Your drafts aren't precious

Never think: "But it took me so long to compose". - If it's not right, it's not worth it. Look back through the list. Have you ticked every box?

If in doubt…

Do you still have any doubts about the post? Have you discussed the post with colleagues or appropriate others? Are you ready to hit send?
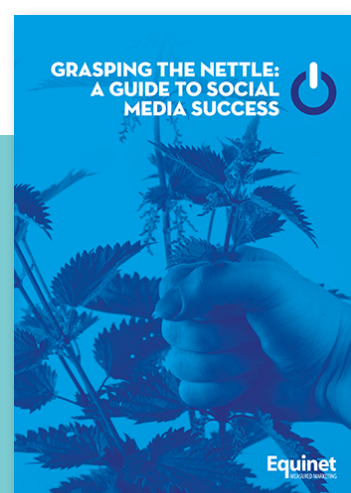
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