



SOCIAL MEDIA BEST PRACTICES CHECKLIST:

Surveying those who are doing it well.

- ☐ Which platforms are they on?

- ☐ How often do they post?

- ☐ Is it the same content on all platforms?

- ☐ How many likes or shares does each of their posts receive?

- ☐ Do they post a graphic or image for every post? If so, how do those perform vs. text-only posts?

- ☐ What type of posts or content do they share?

- ☐ Is the content diverse or the same thing over & over again?

- ☐ Is there a good mix of sharing industry news, their news, human interest pieces?