

*The 2019*

# SOCIAL MEDIA CHECKLIST

*How to Maximize Post Engagement*

HubSpot

Rebrandly

# Introduction

Today, the majority of consumers can't imagine their lives without social media. It's woven into our society, and has transformed the way we communicate.

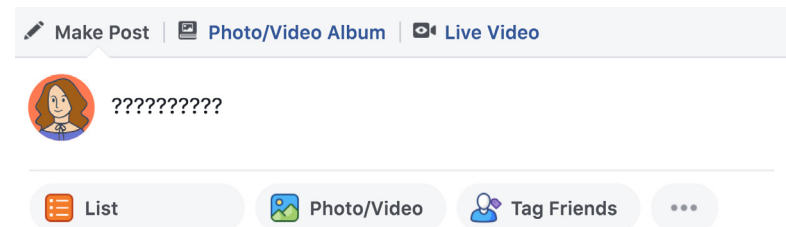
Throughout the 21st century, social media as a whole has adapted to meet the needs of its users. Brands also joined the arena, battling for consumers' attention. With all of these changes, audiences have become more distracted and discerning when deciding whom to follow and whom to trust.

That's why Rebrandly and HubSpot have joined forces to create this Social Media Checklist to walk you through all the steps of successfully posting on social media, from setting goals and identifying your audience, to writing your call-to-action and uploading the optimal content.

By following these steps, you will maximize audience engagement with your posts and, over time, will understand how your audiences differ between platforms.

Marketers today must segment their social media strategy in order to successfully interact with potential and existing customers online. Since social media is integral to the way your audience communicates, it's essential that your brand knows how to connect and talk with them while considering each social network's limitations. Writing on social media on behalf of a brand is much more difficult than managing your own accounts.

This is a guide for marketers that breaks down everything you should do before you publish your next post on social media. In this guide, we will explain how to obtain high engagement while maintaining brand value on social media with every post you publish.



# Social Media Checklist

Before your share, it's important to...

- 1. Use the Best Tools
- 2. Identify the Audience
- 3. Set Goals
- 4. Understand Each Platform
- 5. Be Human
- 6. Optimize Links
- 7. Remain Consistent
- 8. Add a Call to Action
- 9. Re-size Visuals
- 10. Use Hashtags

# 1. Use The Best Tools

Creating posts for social media is easier when you have tools. We've pulled together some of the most helpful tools and plugins to aid your writing on social media.

1. [Moz's Fresh Web Explorer](#) - Analyze brand mentions, your competitors, and keywords before you post.
2. [Grammarly](#) - Check writing style and grammar with this extension right in the social media platform you're posting in.
3. [Rebrandly](#) - Share every link on social media with your brand name, what you do, and where the link will lead.
4. [Ritekit](#) - Identify and choose relevant hashtags for any brand to help you be heard on social media.
5. [Help.PlugTracker](#) - Run your posts through this plagiarism checker to ensure your brand originality.
6. [Hemingway App](#) - Scan your copy before it's published to make sure no sentences are too complicated or wordy.
7. [HubSpot](#) - Schedule posts, monitor mentions, and track the impact of your efforts on your company's bottom line.
8. [Canva](#) - Create designs for your social media posts from templates with this free online drag-and-drop tool.
9. [Unsplash](#) - Free, high-quality images and photos that can be downloaded and used for any project or social media post.
10. [Social Mention](#) - Monitor trending topics to learn what content your audience is interested in and track brand mentions.

# 2. Identify the Audience

The first step to posting on social media is knowing who you're writing for. Once you identify your audience you can tailor the posts you share on social media, the tone of your messages, and where you'll look for new audiences. Ask yourself:

- 

1. What is your ideal customer's biggest problem?
  - 

2. Where does this customer go to get their news?
  - 

3. What are some problems they face day to day?
  - 

4. Who does your ideal customer follow on social media?
  - 

5. Why is your ideal customer on social media?
6. What connects your ideal customers? Is it a location, job, an industry, or a topic? It could be a mix of a few.

The answer to these questions varies depending on your company. Usually, the reason customers purchase a product or service is for more than just what lies on the surface. Think about what motivates them, and consider their goals.

Once you start thinking like them, it will be easier to deliver a message that resonates with them on social media. Once you establish and understand the specific, targeted problem or need that your audience faces, you'll be able to work to solve it better than your competition. Once you know the why behind the audience's actions and perceptions, you will be able to write in their tone, as well as understand what they want to gain and learn from you.

Once you've formed this abstract view of your audience use [Google Analytics](#), analytics within individual social platforms, and [link tracking](#) to learn more about your audience.

By taking time to learn about your audience, you will be able to develop social media campaigns and content that meets their needs.

If your brand is well-established, you can learn about your existing audience by analysing the followers that regularly engage with your content. If you're targeting an audience that's very different to your most engaged followers, you might need to reset your strategy. Similarly, if your brand is very new, you're going to need a strategy that can cut through the noise and deliver your message to the right audience.

Learn how to track links with Rebrandly to measure the effectiveness of every social media post here: [Rebrandly.blog/TrackSocialMediaLinks](https://rebrandly.blog/TrackSocialMediaLinks)

# 3. Set Goals

Once you map out your audience, consider the value you'll be creating with your social media post. Every time you share something there should be a reason for it.

**The goal of every post typically falls into one of the two following categories: promoting and community building.**

Posts focused on community building center around fostering relationships with customers, whereas promotional posts are created with a defined objective in mind, such as a sale, registration, or a download. The most effective social media strategies use a combination of both categories.


The majority of posts you share should build a community, rather than directly sell. When planning your social media calendar and deciding how often you should share community oriented content compared to promotional content, consider the [80/20 rule](#). 80% of posts should be of the community building type, and 20% can feature a direct sales pitch.

Although this ratio might seem stark, remember, social media is for building relationships with your audience and other brands, and not for direct selling. If you don't first build up a strong rapport within your community, it will be hard to sell to them. Rather than thinking of your audience as resources to harvest for the next upsell or cross sell opportunity on social media, think of them as individuals that you want to build a relationship with and understand.


Once your audience sees your brand as an expert in the field, it's only natural for them to look to you to solve their problems, or in other words, purchase your product or service.

When nurturing your audience, you want to tell them who you are, what you stand for, and how your product will benefit them, without asking them to buy anything. People are looking to build a relationship with your brand before making any decisions.

Jaguar found that sweet spot between writing promotional and community building posts. They honed in to understand what their target market wanted, crafted copy that played on the “theme of exploration,” and managed to fit in a call-to-action that directs its audience to find out more.

 **Jaguar Australia** ✓  
@JaguarAUS Following

Spotted: a rare and beautiful Black #Jaguar #FTYPE in the wild... Explore it today: [jaguarau.click/explo387a8](https://jaguarau.click/explo387a8)



8:30 AM - 14 Sep 2018

6 9 62



# 4. Understand Each Platform

Now that you have your audience and goal mastered, it's time to decide which platforms are best for your brand.

No matter what platform you're writing for, each post you send can contain a combination of four elements: text, hashtags, a link, and an image. In many cases, the most difficult and important part of any post is writing the text. Hashtags create categories for the audience, links direct them to find out more, and the image draws them in. See the example from HubSpot that brings all four of these elements together in one post.

Each major social media platform has a different purpose and audience, with different restrictions for characters, images, and a different voice and style all together.

**Keep reading for a breakdown of how to write for Facebook, Twitter, LinkedIn, Instagram, Snapchat and YouTube.**



**HubSpot** @HubSpot · Oct 4

We couldn't be more humbled (and happy!) to see this news today. HubSpot was named the #1 Best Company for Employee Happiness on @Comparably thanks to reviews from HubSpotters all over the world. Hooray for #hubspotlife! [hubs.ly/H0f0\\_pk0](https://hubs.ly/H0f0_pk0)



# Facebook

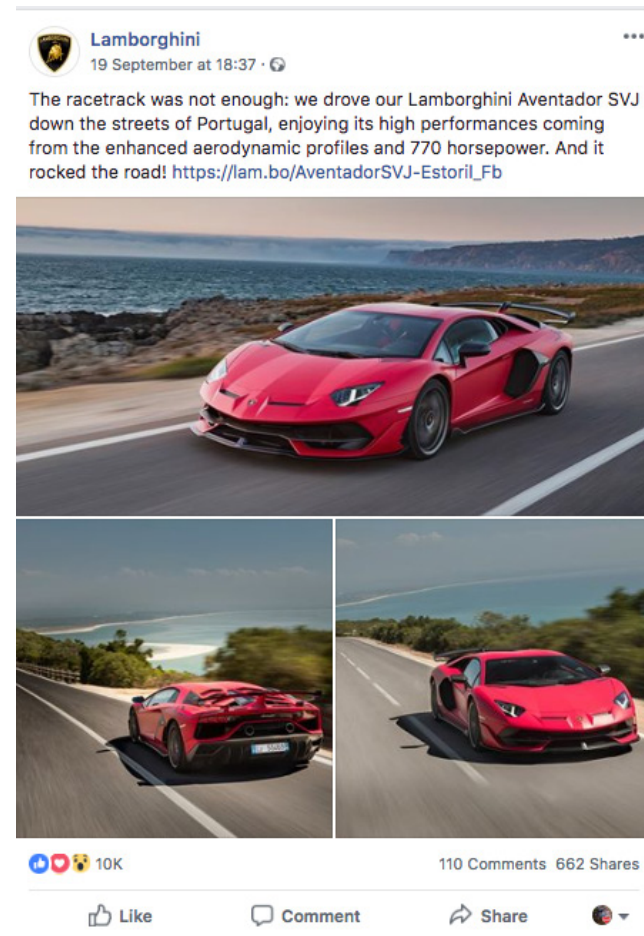
68% of all American adults are using Facebook, according to [Pew Research Center's](#) social media usage report 2018. However, they don't just have an account. 74% of Facebook users are visiting the site at least once a day. Facebook is used by people from very diverse demographics, with users that are in their teens and over 65. When you're writing for Facebook, it's important to keep that in mind, because the platform has such a wide reach, your messages need to stay focused on your target audience. [Less than half of marketers believe that their Facebook efforts are effective](#) - this is most likely due to the types of content that is being shared on the platform.

It seems that just as you begin to understand how to maximize engagement with Facebook's newest algorithm, it is updated. The reason for the updates is to provide a better experience for consumers, but these updates can be hard for marketers to keep up with. The algorithm prioritizes posts from friends rather than from pages, because they are moving the platform back to its original purpose, to connect people. Instead of focusing on sharing promotional content, develop your story and engage in conversations. [76% of Facebook users](#) are looking for interesting content when they log on. Capture your audience's attention with content accompanied by a video or image, in the hopes of them clicking through to your desired destination.

## The Dos and Don'ts

- Share interesting and engaging content
- Directly sell to your audience

Lamborghini uses its Facebook account to highlight the features and beauty of its cars, as both of these are of interest to their target audience.





# Twitter

In 2017, [Twitter upgraded its character count](#) from 140 to 280 for all languages except Japanese, Chinese, and Korean. This increase gives marketers more freedom to get across their brand's tone, message, and personality on the platform. This move is great for marketers because they now have the chance to use Twitter as a storytelling platform.

Since Twitter conversations can be short and casual, your brand has the opportunity to constantly interact with consumers and other brands. There are many ways to do this, from replying to your audience's questions and comments, to finding relevant discussions to your industry. Harvard University makes use of the extended characters available on Twitter to better tell the story of its President's trip home.

## The Dos and Don'ts

- ✓ Be casual and conversational
- ✗ Ignore comments and retweets

Harvard University Retweeted  
**Harvard Alumni Association** @HarvardAlumni · Sep 24  
President Bacow connected with alumni, students, educators, and state and local leaders on a trip that brought him to Pontiac, where he grew up and attended public schools, and Detroit [hvrDALUM.me/harva3a0bb](#) #WelcomeLarry #HarvardInauguration



6 30



# Instagram

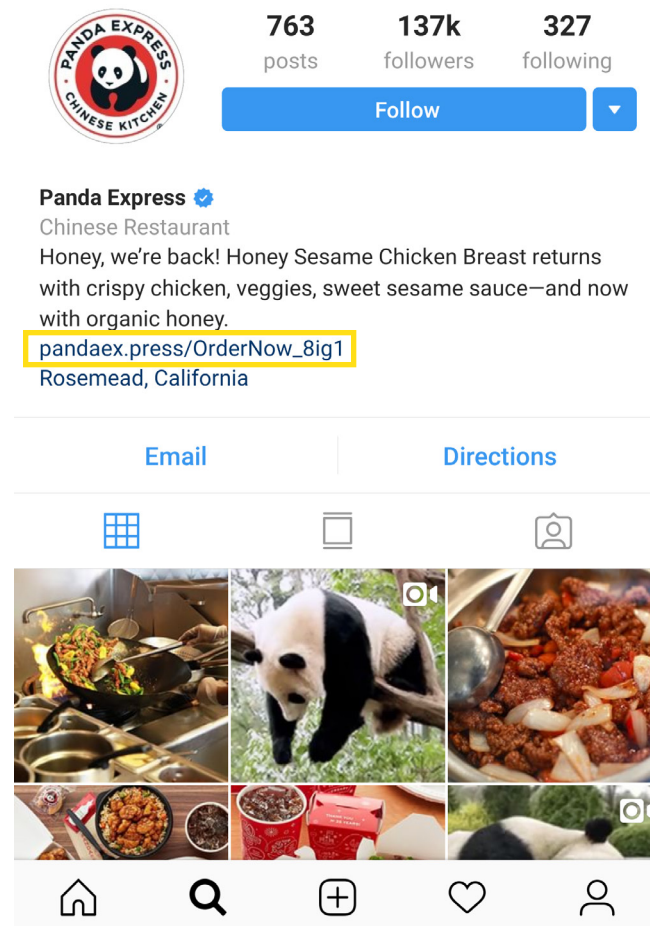
Instagram was the [fastest growing social network of 2018](#), and is on track to continue growing in 2019. On Instagram, there are three possible ways to tell your brand's story: by posting a photo or video on your profile or by creating an Instagram story, and through the copy and link in your bio. When posting a photo or video to Instagram or [updating your bio](#), you have time and control.

Since there are so many moving parts on Instagram, it creates an environment of organized chaos. This is great for branding, because your audience can get an idea of the many sides and layers to your brand. Although Instagram is an app centered around sharing photos and videos, the way you construct your captions and bio has an impact on your brand. The main difference between Instagram and the other major social networks is that on Instagram, you can only share one link at a time, and that's located in your bio. This means you need to make sure that your bio both showcases your voice and tone, while creating a clear path to direct customers to your site.

Chinese Takeaway giant, Panda Express, makes the most of their bio by promoting their most recent addition to their menu. Since their brand is well known, they're able to use the bio copy for a promotion, while prompting the audience to try it by clicking the link.

## The Dos and Don'ts

- ✓ Share bold and creative images and videos
- ✗ Treat Instagram like a product catalog





# LinkedIn

LinkedIn is built around creating networks and connections. It differs from the other social media platforms we've talked about because its audience is mostly business professionals. If you're a B2B company, LinkedIn is extremely beneficial because it gives you the chance to be more direct and promotional. When writing on LinkedIn, be authoritative, informative, and news-oriented.

Think of posting on LinkedIn as a way to spur conversations with people in your industry. Posts should vary from sharing trending news related to your area, to posting pictures of a team dinner or upcoming events that are hosted by your company. You want to showcase all of the angles of your business, from your product to your team, to the overall market. Don't be afraid to join groups and communities of people in your industry or in your target market.

## The Dos and Don'ts

- Share informative and relevant content
- Be unprofessional or controversial



# Snapchat

Although Snapchat is centered around sending short, disappearing photos or videos, writing on the platform helps to get both your brand story and CTA through to your audience. With over [188 million daily active users](#), the platform is mostly used by [18-24 year olds](#). Depending on your brand and your audience, Snapchat could be beneficial to your social media marketing strategy, but it can be time-consuming.

Unlike Instagram, there is not an option to create a profile on Snapchat, so your creative efforts will go towards creating Snapchat stories or sponsoring a geofilter. Keep language casual and regularly update your Story to wrap in your overall brand story into each message. Geofilters can be used no matter what your brand is. Target your audience based on a specific building, like your store, or a wider area like a festival or a city.

## The Dos and Don'ts

- Be engaging, tell stories, and drive urgency
- Post too frequently or share lengthy stories



# YouTube

YouTube may be a video platform, but written content has a major role to play in getting your videos seen, viewed and shared. After all, it is the world's second-largest search engine, after Google. YouTube descriptions also play a role in how the audience discovers your content.

For example, Rebrandly uses its YouTube video description as a place to explain the video (while using keywords and short URLs to increase searchability) while prompting users through the use of a [branded link as a CTA](#) to subscribe to the channel.

## The Dos and Don'ts

- Use branded links to connect with viewers
- Forget to add an engaging video description



Top 4 Reasons Your Brand NEEDS Memorable Links

4,763 views

👍 21 🗨️ 3 ➔ SHARE 📌 SAVE ...



Rebrandly Branded Links  
Published on Sep 5, 2018

SUBSCRIBE 466

Generic short links are fine for URL shortening but they're not memorable. Branded Links however, are...check out 4 key reasons you need them! Share this video with the following branded link:

[rebrandly video/MemorableLinks](#)

SHOW MORE

# 5. Be Human

How often do you come across posts like this on social media?

**“Check out our new article!”**

**“My product is great, you should try it!”**

**“Upgrade now!”**

Do posts like these intrigue you? Or do you scroll right by them, almost completely ignoring that they were even there? Most consumers prefer to learn or be entertained on social media, rather than sold to.

The thing is, it's easy to write social media posts that sell. It's much harder to craft ones that promote engagement. As a marketer, you come to a crossroads on social media. On one hand, you're trying to create value for, and convert consumers. On the other, you are the consumer.

How is it that what we want as a consumer and what we produce as a marketer can be so different? It's interesting, because as consumers, we're all seeking engaging content on social media, but as soon as we put our marketing hats back on, it can be easy to morph back into a selling machine.

**Let's diagnose how this problem starts in the first place.**

As a marketer, you're a human, acting as a brand, that's trying to act as a human. WHAT? We're not doing anything wrong on purpose, our personalities just get lost in translation.

It's kind of like that game of telephone that you used to play as a kid, the word starts out as apple, and ends as Appalachian Mountains, only without a kid named Brandon spitting in your ear (glad those days are over).

It is [scientifically proven](#) that we rely on our emotions, rather than information, to purchase a product or service. Because of this, personalities that companies take on greatly impact the customer decision process. Developing a brand personality is important for any brand, but as marketers, we know this is no easy task.

Effective social media marketing strategies now center around creating dialogue with your audience, and getting to know them, just as you would in real life.

Legendary camera brand, Polaroid, interacts with its customers on social media and building relationships through the way that it speaks candidly with its target audience. Rather than feeling like a brand, Polaroid has a friendly, casual tone to answer and support its community.




Replying to @mpmike

**Hey Mike, we'd recommend using a tripod and the bulb setting in manual mode –or you could also experiment with light painting! Let us know how it goes, okay?**

12:37 PM - 24 Sep 2018



 Tweet your reply





# 6. Optimize Links

Without a link in a social media post, you're keeping the audience on that social media platform, and not moving them towards a landing page, blog, ebook, or promotion. The links on your posts complete the point that you're making.

Every time you share a post that contains a link, you want to make sure that the link works, that it is accepted by the social media network, and that the link is going to the right place.

## 1. Double check that the link works.

This seems obvious, but as you know social media moves fast - and we're all bound to make simple mistakes. Sometimes you're copy and pasting different URLs for various platforms all at the same time - it's easy to forget the last letter or number on the link you're sharing. When this happens, the link is considered "broken," meaning that it leads to an error page.

If you use an [advanced link management tool](#), you can instead lead broken links to another piece of content on your site, or a 404 error page. This provides a fail safe for a social media manager and makes the most out of a simple error by still sending your audience back to your site.

## 2. Ensure your link is accepted by the social media network.

It doesn't make sense to share posts with long URLs, so most social media managers opt to use a generic short link, that look like [li.nk/a8dja7](#). Although these generic short links are great for shortening, they are also susceptible to being discouraged by social media networks. Just like emails can go into the spam folder, sharing posts containing links that are banned on a social network could mean that your tweet never even gets to your audience. Since generic URL shorteners swap your brand name in the URL for theirs, you're now sharing a link from their domain.

The problem is, there are thousands, if not millions of other people using that same domain. If a spammer is also among the likes of those using it, social media networks could be prompted to ban links from that domain. Instead, when you use branded links, you own the domain. Your links are owned by you so this issue is unlikely to happen, (unless you're a spammer of course)!

When you use branded links, you own the link, unlike when you use a generic short link. A branded link looks like this: [Rebrandly.download/Social-Media-eBook](https://rebrandly.com/download/Social-Media-eBook)

### 3. Make sure the link leads your audience to the right place.

Have you ever shared a link on social media and felt that feeling of panic or regret immediately after? You think, I just accidentally added the wrong link and it's too late to delete it because 2,000 people have already liked it?

Instead of panicking, just edit the destination of the URL. When you create and share links with a [link management tool](#), you're able to just update the link's destination (where it goes) while keeping the same branded link in the post.



Link management makes sense in the fast-moving environment of social media marketing. It provides that layer of security in case something goes wrong while creating smooth collaboration, in-depth tracking, and better organization all around. [Rebrandly.blog/link-management](https://rebrandly.com/blog/link-management)

# 7. Remain Consistent

[86% of marketers](#) believe that it's important for brands to remain consistent online. When brands are not consistent on social media, their audience can get confused, or worse, can lose trust in them as a leader in the industry.

It's important to be consistent telling the brand's story across all mediums. Since social media is often the first line of defense for your business, it's even more important that you're weaving the same consistent story through all of your posts.

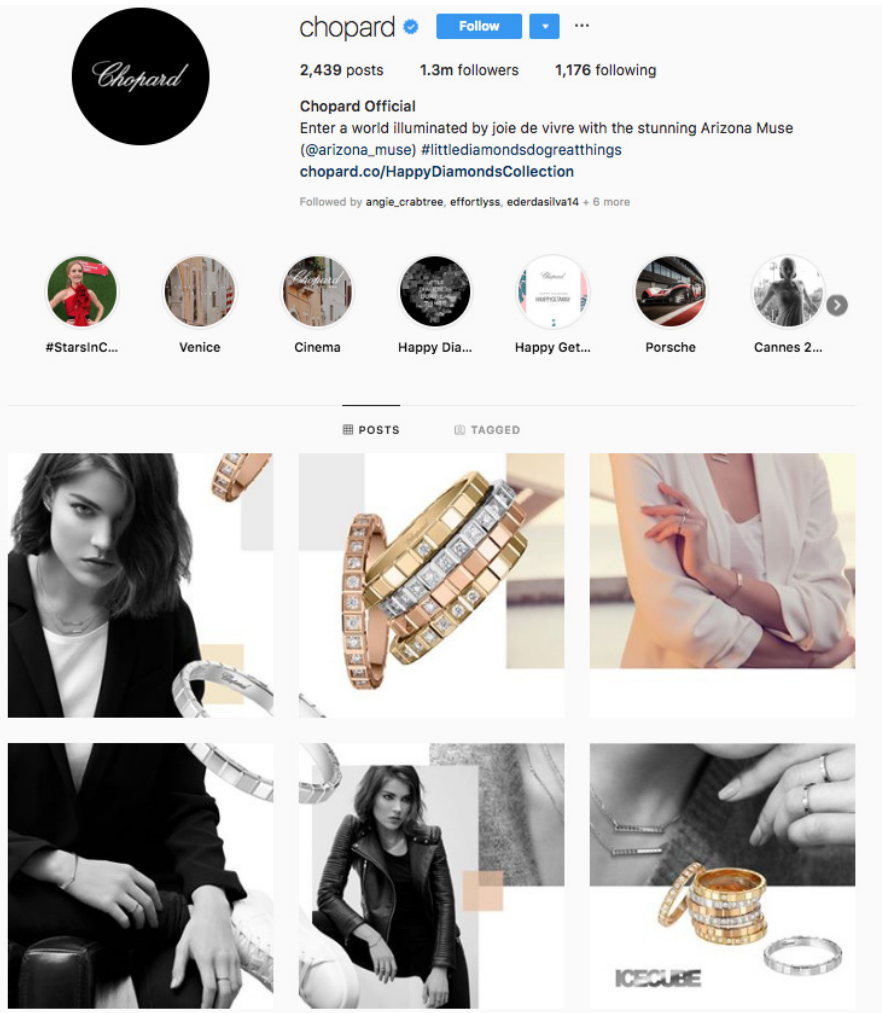
Inconsistent branding on social media can have a ripple effect on your brand's story and on your social media efforts. If a company releases an off brand social media post, it could make consumers hesitant to continue to follow it. Consistency equals dependability in the eyes of the consumer.

To be consistent on social media, tell the same brand story. A brand story is a way of showing, rather than telling, what your brand has to offer. When you're writing on social media, think about if your post directs back to it.

Choose an angle that will actually convince your target audience. Write an ongoing, long-term story arc, rather than a short story. Just like your life story is not just centered around one thing, there are many layers to a brand's story. Check out this example from Adidas.



Chopard tells a complete story through all of its social media channels. The luxury Swiss jewelry company uses the same tone, colors, and pictures imagery to tell a complete brand story.



## The Psychology of Storytelling

[According to researchers](#), when we're told a story, not only are the language processing parts of our brains activated, but also parts of our brain that we would use when experiencing an event.

Let's test this theory out:

Which sentence are you more likely to remember:

1. "As her red fingernails gripped the microphone, a wave of goosebumps blanketed the audience"
2. "She grabbed the microphone and started to sing"

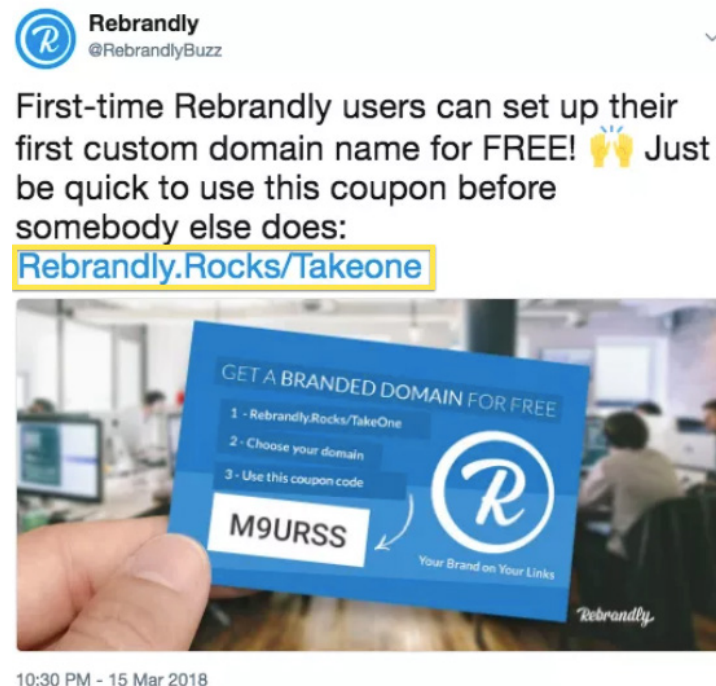
Most likely the first one. This is because not only was the language part of your brain stimulated, but the sensory cortex as well. When you hear a story, you link it to things you know well, or things you have lived through. Tell a consistent brand story online through metaphors, relatable language, and sensory descriptions.

# 8. Add a Call to Action

A call to action, or a CTA, on social media is text that leads the reader to carry out a specific action. Online, we're always being directed somewhere. Call to actions are the bridge that moves the audience from the social media platform to where you, the marketer, want them to go.

Rebrandly ran a promotion on Twitter using the link "Rebrandly.Rocks/TakeOne" to keep the message as short, simple, and clear as possible to their audience. The branded link became the CTA.

When your audience comes across a branded link as a CTA, not only do they immediately see where the link goes, but they trust it, because the brand sharing it has its name right in the slug. This extra trust can increase your posts click through rate by [up to 39%](#).



There are many things to consider when writing a call to action for social media. Follow these four recommendations to create the perfect CTA:

1.

**Simple Language:**

It's important that your CTA is clear, actionable and compelling. You want it to be obvious what you want your audience to do, and where they will go when they click through.

2.

**Placement:**

Warm them up before you try to sell. As we keep stressing the importance of brand building, add the CTA at the end of the post as this increases the chance of conversion.

3.

**Review:**

Not every CTA will be right for your brand. Monitor your social media post after it's live to see if it's working or needs to be updated.

4.

**Design:**

Make sure your CTA is short and stands out when you use a branded link. They are the best way to communicate a CTA on social media because they include your brand name, communicate a message, and are pronounceable and memorable.

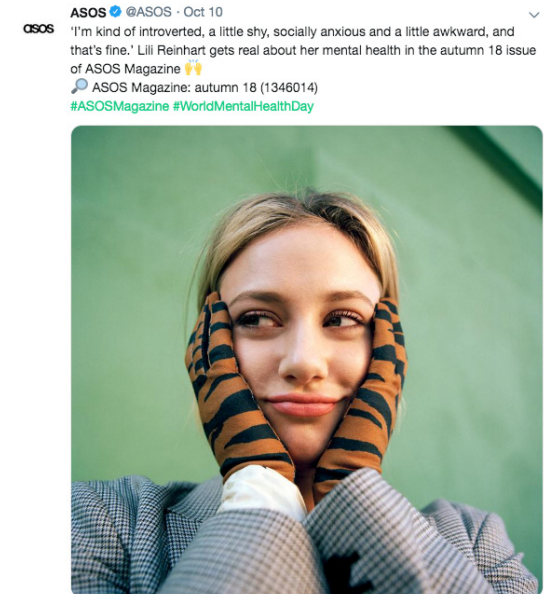
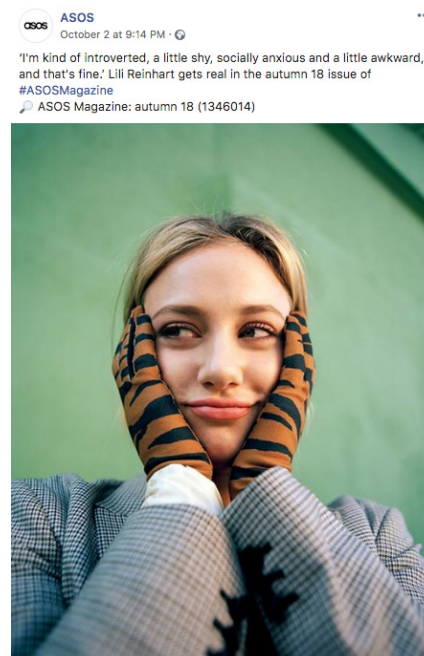
Links on social media act as the CTA, or the bridge between customers and the content that you want them to engage with. [Find out 16 more ways to create inspiring CTA's here.](#)

# 9. Re-size Visuals

OK, visuals aren't exactly writing, but they're important for every social media post and your overall strategy. As your audience's attention span [continues to shrink](#), images can drive their focus back to your post. We process visual information 60,000 times faster than we do words, so pairing text with a visual on social media only increases the chances of engagement. Visuals can also lead customers to follow your call to action. According to [HubSpot](#), people follow directions when there are both text and visuals 323% better than when there are no visuals.

Depending on the goal of the post and your brand, the type of visuals you share will vary. Images can be pulled from the content you're sharing when you use tools like [Hubspot](#), or you can select and attach your own to enhance the goal and purpose of the post. Infographics, quizzes, and homemade images from [Canva](#) can also be attached and repurposed to enhance different social media posts.

Images render differently on each social media platform. See the image guide on the next page.

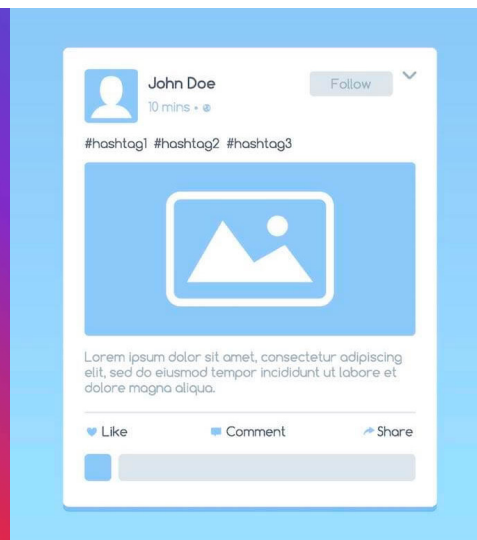
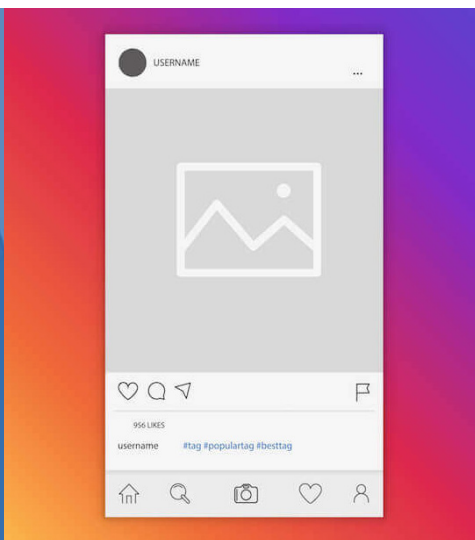
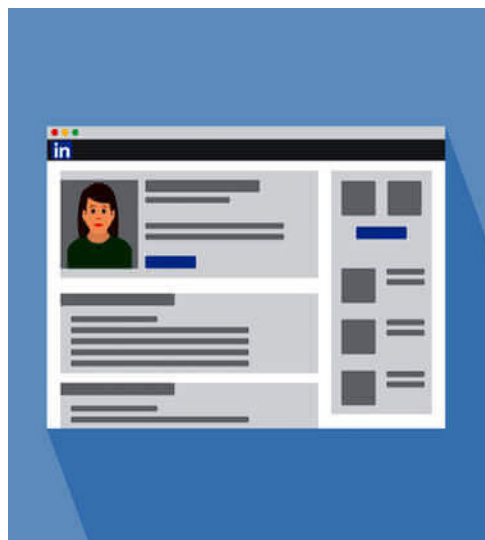


# LinkedIn

# Instagram

# Twitter

# Facebook



**Banner image:** 1584 x 396 | maximum 4 MB

**Profile image:** 400 x 400 | maximum 10 MB

**Cover image:** 1536 x 768

**Shared image:** 350 pixels wide

**Shared link preview:** 180 x 110

**Company logo image:** 300 x 300 | maximum 4 MB

**Profile image:** 110 x 110

**Image thumbnail:** 161 x 161

**Shared photos:** 1080 x 1080

**Shared videos:** 1080 pixels wide

**Instagram Stories:** 1080 x 1920 (minimum 600 x 1067) | maximum 4 GB

**Header image:** 1500 x 500 | maximum 5 MB

**Profile image:** 400 x 400 | maximum 2 MB

**In-stream image:** 440 x 220

**Cover image:** 820 x 312 (minimum 400 x 150)

**Profile image:** ≥ 180 x 180

**Shared post image:** 1200 x 630

**Shared link preview image:** 1200 x 628

**Event image:** 1920 x 1080

To take it one step further, check out these Instagram templates:  
[Rebrandly.rocks/InstagramTemplates](https://rebrandly.com/InstagramTemplates)



# 10. Use Hashtags


When using hashtags on Twitter and Facebook, it's often best practice to just use one or two of the most relevant hashtags, rather than overloading your post with lots of hashtags that don't add value to your audience.

If you want to know what your audience is chatting about in real time, there is no better way to find them than through hashtags. When you evaluate and analyze hashtags on social media, you can pick up on trending debates, topics, and events. Including a relevant hashtag in every post increases the chances you'll be discovered by both your current and future audience.

Hashtags indicate and summarize what your message is about. On Twitter, Facebook, and Instagram, users can search hashtags around topics, companies, areas, and events. If you're posting to either of these platforms, do your own search to see if it's one that is trending or worth using.

On Instagram, the hashtag used is almost equally as important as the content you're sharing. Even if you don't have a lot of followers just yet, when you use a relevant hashtag on Instagram, your posts can be discovered by thousands or even millions of viewers. Instagram users can now follow hashtags just like they follow an account giving you more opportunity for visibility on the platform.



Creative ideas for new digital solutions   
Around 60 programmers from member companies, including ZEISS, took part at the **#ADAMOS #hackathon** hosted by **@DuerrAG** to further develop the **#IIoT** platform. Congratulations to all winning teams! 🎉  
[zeiss.ly/adamo27300](https://zeiss.ly/adamo27300)



# Conclusion

There you have it, everything you need to know about writing for social media in 2019. The way people use social media has changed in recent years. It's essential that marketer's change the way they use social media to connect with their audience as well.

The key takeaway here? Not all audiences are the same. One brand will have a variety of audiences with different wants and needs across various social media networks. In order to maximise your brand's post engagement, it is essential to have a segmented strategy for each platform.

Humanize your brand on Facebook by sharing fun videos. Show off your products with beautiful pictures on Instagram. Share professional achievements on LinkedIn.

Whatever your strategy, make sure that it works with the audience you're marketing to and treat your brand like a person. After all, that's what social media is all about, fostering human connections.



## Start Growing with HubSpot Today

With tools to make every part of your process more human and a support team excited to help you, getting started with inbound has never been easier.

[Get HubSpot Free](#)



## Your Brand on Your Links

Rebrandly is the most complete and reliable management platform for your links. The easiest way to create, measure and share short URLs with a custom domain name.

[Sign Up Free](#)