

CHECKLIST

Social Content Marketing

How to Come Up with Engaging Posts that Get Shared!

By Chad Eljir

How to Come up with Engaging Posts that 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
 - Other _____
- 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
 - Other _____
- I have repurposed my posts by tweaking them for other social networks such as:
 - Twitter

How to Come up with Engaging Posts that Get Shared!

- Slideshare
- Pinterest
- LinkedIn
- Other _____
- 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
 - Other _____
- 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

How to Come up with Engaging Posts that Get Shared!

- Venting
- Complaining
- Uploading too many photos at once
- Spammy or overly-promotional posts
- Duplicate product announcements in multiple Facebook Groups
- Other _____
- 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
- I am familiarizing myself with:
 - Optimal photo sizes for various Facebook Photos
 - Mobile Facebook sharing
 - Other _____
- I am making sure my photos have catchy headlines and titles

How to Come up with Engaging Posts that Get Shared!

- 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