



Social Media Posting Checklist

Are you looking to up your social media game?

Here are a few easy ways to improve your social media presence to support your business.



Post Length

- To avoid truncation (where the post is cut off with "...See More"), keep the post below 125 characters.
- If writing a longer post, keep it to two or three sentences. Any longer, and you might benefit from making it two posts instead of one.



Include Links

- Link to your website, YouTube video, or anything your customers can click on to learn more or schedule a visit.



Post Actual Photos

- Often people appreciate a candid photo more than a sales flyer and will probably get more likes.



Schedule Ahead

- Write several posts at once and automate the posting on future dates.



Tag Your Friends and Share

- Sharing is caring! Keep an eye out for content you can share and tag your partners.