

Social Media Strategy Foundations: Essential Quick Checklist

- ☐ **Define Your Brand Identity and Audience**
(tone, values, target audience)
- ☐ **Commit to Consistency (posting & style)**
(frequency, voice, visuals)
- ☐ **Focus on Value-Driven Content (80/20 rule)**
(80% - entertain, inspire, educate. 20% - promotions)
- ☐ **Create "Thumb-Stopping" Content**
(visuals, storytelling, interactive)
- ☐ **Avoid Over-Promotion**
(product benefits, customer stories)
- ☐ **Leverage User-Generated Content (UGC)**
(customer photos, reviews)
- ☐ **Be Cautious with Meme Marketing**
(use sparingly, ensure rights to use)
- ☐ **Monitor and Adapt (track metrics)**
(likes, comments, shares, saves)
- ☐ **Experiment and Learn (refine strategy)**
(test content, use insights)
- ☐ **Stay True to Your Brand Identity**
(reflect values, audience needs)