

1

The Basics

Post Topic: _____

Publish Date: _____

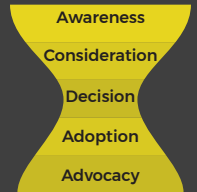
2

Audience/Purpose

Post goals:

- | | | |
|--|---|--|
| <input type="checkbox"/> Create awareness
<small>(awareness stage)</small> | <input type="checkbox"/> Drive conversion
<small>(decision stage)</small> | <input type="checkbox"/> Inspire evangelists
<small>(advocacy stage)</small> |
| <input type="checkbox"/> Generate demand
<small>(consideration stage)</small> | <input type="checkbox"/> Delight customers
<small>(adoption stage)</small> | <input type="checkbox"/> Retention/Check-up
<small>(keep top of mind)</small> |

Buyer's Journey



is this post...

- | | | |
|--|---|---|
| <input type="checkbox"/> Useful*
<small>(70% of posts should be useful)</small> | <input type="checkbox"/> Promotional
<small>(20% of all posts should be promotional)</small> | <input type="checkbox"/> About your company/culture
<small>(10% or less of posts should be company specific)</small> |
|--|---|---|

*Useful = Will it drive people to your website? Will it drive social engagement (likes, shares, reposts, comments, etc)?

What's the purpose of this post: _____

What I want readers to get out of this post: _____

Personas reached:

	1	2	3
	“	“	“
Persona Name:	_____	_____	_____
Descriptor 1:	_____	_____	_____
Descriptor 2:	_____	_____	_____
Descriptor 3:	_____	_____	_____

What does each persona struggle with?

	1	2	3
	“	“	“
Persona Name:	_____	_____	_____
Pain Point 1:	_____	_____	_____
Pain Point 2:	_____	_____	_____
Pain Point 3:	_____	_____	_____

3

Content

Type of content:

- | | | | |
|--|--|--------------------------------|--------------------------------------|
| <input type="checkbox"/> Blog Outreach | <input type="checkbox"/> Content Offer | <input type="checkbox"/> Event | <input type="checkbox"/> Promo Offer |
|--|--|--------------------------------|--------------------------------------|

Our brand voice is...

Character: _____ Language: _____
(friendly, warm, inspiring, playful, authoritative, professional) (complex, savvy, insider, serious, simple, jargon-filled, fun, whimsical)

Tone: _____ Purpose: _____
(personal, humble, clinical, honest, direct, scientific) (engage, educate, inform, enable, entertain, delight, sell, amplify)

Possible relevant keywords or hashtags: _____


What can this post help each persona with?

Note: May not be applicable to all

	1	2	3
Persona Name:	“ _____ ”	“ _____ ”	“ _____ ”
Problem:	_____	_____	_____
Solution:	_____	_____	_____

What do I want readers to do next, what is my CTA? _____

Social Media

FACEBOOK 

Post at (time): _____

Recommended character length: 40

Max character length: 63,206

FB post copy: _____

Recommended image size: 1200 x 630

Post complete?

X 

Post at (time): _____


Recommended character length: 240-259

Max character length: 280

Tweet copy: _____

Recommended image size: 1600 x 900

Post complete?

YOUTUBE 

Post at (time): _____


Recommended character length: 157

Max character length: 5000

FB post copy: _____

Recommended image size: 1280 x 720

Post complete?

LINKEDIN 

Post at (time): _____


Recommended character length: 150-300

Max character length: 700

Tweet copy: _____

Recommended image size: 1200 x 627

Post complete?

INSTAGRAM 

Post at (time): _____


Recommended character length: 125

Max character length: 2200

instagram post copy: _____

Recommended image size: 1080 x 1080

Post complete?

PINTEREST 

Post at (time): _____


Recommended character length: 200

Max description length: 500

Pinterest pin copy: _____

Recommended pin size: 1000 x 1500

Post complete?

SNAPCHAT 

Post at (time): _____


Recommended character length: 50

Max character length: 80

Snap Caption copy: _____

Recommended image size: 1080 x 1920

Post complete?

TIKTOK 

Post at (time): _____


Recommended character length: 40

Max character length: 4000

Tiktok Caption copy: _____

Recommended image size: 1080 x 1920

Post complete?

QUORA 

Post at (time): _____


Recommended character length: 150

Max character length: 250

Quora post copy: _____

Recommended image size: 600 x 315

Post complete?

REDDIT 

Post at (time): _____


Recommended character length: 60-80

Max character length: 40,000

Reddit post copy: _____

Recommended image size: 1600 x 900

Post complete?

WHATSAPP 

Post at (time): _____


Recommended character length: 1024

Max character length: 65,536

Message copy: _____

Recommended image size: 800 x 800

Post complete?

TELEGRAM 

Post at (time): _____

Recommended character length: 60-300

Max character length: 4096

Telegram copy: _____

Recommended image size: 512 x 512

Post complete?

Image Check!

- Are the images the correct size?
- Do the images pass the 'stock image' test?
- Would this image compel me to click on this post?
- Does this image provide a strong first impression and is it related to my topic?



POST-POST RITUAL

- Respond to comments and feedback
- Update tracking data
- Do I want to boost or promote this as an ad on any social sites?

Congratulations!
Ready to post again?

For more marketing tips, tricks and ideas
visit us online:

<https://Trustway.Marketing>