

# Checklist for Social Posting by Platform

Use this checklist to quickly decide what kind of content to post on each social media platform.

## Instagram

- |                          |   |
|--------------------------|---|
| <input type="checkbox"/> | Use descriptive, SEO-friendly captions with keywords. |
| <input type="checkbox"/> | Show products clearly in the first frame.             |
| <input type="checkbox"/> | Use Carousels or Reels for more reach.                |
| <input type="checkbox"/> | Add a clear next step (shop, save, or share).         |

## Facebook

- |                          |  |
|--------------------------|--|
| <input type="checkbox"/> | Write benefit-focused captions for products.         |
| <input type="checkbox"/> | Ask a question to encourage comments and engagement. |
| <input type="checkbox"/> | Share reviews or updates.                            |
| <input type="checkbox"/> | Link directly to product or collection page.         |

## WhatsApp

- Share only with opted-in customers.
- Keep messages short and personal.
- Talk about offers, restocks, tips, and order updates.
- Avoid over-posting to avoid annoying customers.

## LinkedIn

- Share your brand story or lessons.
- Focus on credibility and insights.
- Avoid hard selling in posts.
- Share text and image posts or document-style posts.

## X

- Keep posts short and timely.
- Share tips, updates, opinions, and quick announcements.
- Post consistently.
- Link back to store when relevant.

## *Pinterest*

<input type="checkbox"/>	Create pin titles with keywords people actually search for.
<input type="checkbox"/>	Write detailed descriptions for pins.
<input type="checkbox"/>	Focus on evergreen content to stay relevant over time.
<input type="checkbox"/>	Link pins to product or blog pages.

## *YouTube*

<input type="checkbox"/>	Focus on demos, how-tos, comparisons, and product walkthroughs.
<input type="checkbox"/>	Optimize titles and descriptions with clear keywords.
<input type="checkbox"/>	Keep videos helpful, not sales-driven.
<input type="checkbox"/>	Repurpose existing videos as Shorts.