

social media checklist

When to share

- immediately after publishing
- 2-3 months later
- every time you update the post

What to share

- an image from the post
- an image from a video
- a video
- teaser text or quote
- call-to-action

Where to share video

- facebook
- own page/group
- other page/group
- schedule 2 weeks out
- instagram
- post
- story
- reel
- schedule 2 weeks out
- youtube
- shorts
- video
- pinterest
- pin
- idea pin
- google web story
- tiktok
- reddit
- twitter
- dailymotion
- linkedin

Where to share images

- facebook
- own page/group
- other page/group
- schedule 2 weeks out
- instagram
- post
- story
- schedule 2 weeks out
- pinterest
- pin
- idea pin
- google web story
- reddit
- twitter
- imgur
- linkedin
- other:
- _____
- _____
- _____
- _____