

SOCIAL MEDIA

PROMOTION CHECKLIST

1

Create three Images

- For Facebook the ideal size is 1200 x 627
- For Pinterest 735 x 1102
- For Twitter 1024 x 512

2

Write three titles

3

List people mentioned in your post

4

Find hashtags for use on Twitter

5

Decide frequency of posts to networks

6

Categorise your post as:

- Evergreen
- Time sensitive
- Seasonal
- Check for updates

