

# Social Media Posting Worksheet

| Explanatory   | Explicit       | Emotional           |
|---------------|----------------|---------------------|
| This is why   | How to get     | Tears of joy        |
| This is what  | X things you   | Make you cry        |
| This is how   | Here are the   | Shocked to see      |
| The reason is | Will make you  | Is too cute         |
| X reasons why | Why you should | Melt your heart     |
| X ways to     | You can now    | Give you goosebumps |

**Who is this post for? Target Audience?**

**How are you helping? What problem are you solving?**

**State the WHY they should care about what you are posting, more than stating WHAT you are posting.**

**Who are Influencers in this target audience? People you can ask to share the post and/or tag in the post? *Finding influencers who will care about your content is essential to organic reach on LinkedIn. You will consistently message them letting them know you have new content for them to read/share.***

What action do you want your audience to take? What call to action will you use?

*For LinkedIn asking for feedback and opinions work well*

## Use Hashtags.

One Branded Hashtag –

One Hashtag for organization and/or emotion –

1–2 Hashtags for search –

## Additional Tips for Creating Posts

- What are branded hashtags and popular industry hashtags you can use in your post – Up to 4.
- Do NOT post videos that are not native to a platform. If there is not native link, put links in comments.
- Address audience directly when possible. Example, CEO's what do you think about X.
- Be engaged consistently. Comment on your comments and on replies to your calls to action. Continually visit partner pages and comment and engage with their posts.
- Use Templates for Images that are branded
- Do you have a Call to Action?
- How will you measure this post?

## Anatomy of the Perfect Social Media Post



