



USIDHR

US INSTITUTE OF DIPLOMACY
AND HUMAN RIGHTS

15 STEPS TO A PERFECT SOCIAL MEDIA POST *Checklist*





Checklist

PERFECT SOCIAL MEDIA POST

- Create your content Schedule for the following month
- Decide how many posts you want to post per day
- From all of the posts and designs you want to create how many of them are photo content and how many of them are video content
- Start creating the photo content in Canva, in advance and schedule the posts in Tailwind (or Instagram Creator)
- Record the video content in advance so you have time to edit all clips and add text
- Create descriptions in advance for every post you'll have for the next month; choose your hashtags and make sure you have everything in a google doc really well organized
- Check the hours your audience is most active and post everything between those hours



Checklist

PERFECT SOCIAL MEDIA POST

- Be careful on the content: make sure to have your description well-done, meaning that you need to have an introduction and a conclusion; the introduction is where you describe the photo, give definitions and make things clear for your audience ; conclusion is CALL TO ACTION
- On the design make sure that the text is large and written in simple language (*meaning that everyone needs to understand and to like it*)
- On the last picture of the slide or the last section of the video, you need to ask people to give you something: "*If you like this, then like comment and share it*", "*Click the link in the description to enrol*"
- Choose 3 colors for your designs, and make sure to always use the same ones; We at USIDHR have: blue, white and orange



Checklist

PERFECT SOCIAL MEDIA POST

- Always have 20-30 hashtags on your post description; hashtags are an easier way to be found online by the people that are looking for what you offer
- Create personalized hashtags for your business (make one that is only yours and is not used by anyone else) and the rest need to be from your niche (e.g.: #humanrights, #education, #diplomacy)
- Don't overwhelm people with your content: don't add a lot of text on your designs - make sure to split the copy in such a way that you can do a carousel/video and on each slide you don't have more than 10 words;
Remember, people lose attention in 3 seconds when online
- Always check twice: Before posting anything online, make sure you double-check the description, hashtags, and content; mistakes can be made but it's better if we can avoid them as much as possible and check everything we post before it's on our profiles