



Checklist for Daily Content Shared, Replying to Questions, and Inbox Message

Posting

Post on Instagram, YouTube, Facebook, and Twitter (where applicable)

- Write title
 - Write Description
 - Put YouTube Tags
 - Put Instagram hashtags
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- *Make sure content is written properly before publishing*
 - *Make sure pictures uploaded are high resolution and correct sizing*
 - *Check the live post after publishing*

Publishing

- Monitor for comments (to reply, share, like...)
- Comments are addressed (In a timely fashion)
- Inbox messages are addressed (In a timely fashion)



- Review Published Content (Content to be published complies with Content Guidelines and follow up with Content Manager on un-published content)
- Coordinate with Sources of Content (Flow of content to be regular and events are not overlooked)
- Notify related parties (When content was published – Share title and Link)
- Re-tweet or follow (if applicable)