



Optimizing Social Media Profile of CSO

Review progress in Master Checklist

Pre-publishing

- Update About / Bio on Social Media Platforms
- Insert Links (website on Social Media platforms)
- Insert Social Media Links on website
- Update content checklist
- Re-request missing items (if any)
- Prepare Weekly/Monthly content
 - Write title
 - Write Description
 - Put Date / Time
 - Put Location (not mandatory)

Posting

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



- Write title
- Write Description
- Put YouTube Tags
- Put Instagram hashtags

Publishing

- Daily check that
 - Social Media channels are active
 - Comments are addressed (In a timely fashion)
 - Cover photo is up-to-date
- Review Published Content (Content to be published complies with Content Guidelines and follow up with Content Manager on un-published content)
- Review weekly and/or monthly report on what was published (on web and Social Media)
- Coordinate with Sources of Content (Flow of content to be regular and events are not overlooked)



Post Publishing

- Notify related parties (When content was published – Share title and Link)
- Monitor for comments (to reply, share, like...)
- Share weekly Summary (content published on website and Social Media Channels)
- Share monthly Summary content published on website and Social Media Channels)