



Your ultimate social media content checklist



The basic information you need to post the right type of content to your socials.

FEMP♀WERED
SOCIAL



fempowered social is your social media bestie, offering female small business owners an affordable, flexible approach to content creation. I'm all about putting the social back into social media. I focus on creating content that drives connection, telling your story in a fun, unique way so you can build a loyal community, drive sales and grow your dream business.

Choosing the right content for your objective

Image posts: use these to illustrate the story you're telling



Infographics: ideal for simple educational content



Carousel posts: use these to share information that has multiple points and can't be condensed into a short caption



Video content: suitable for posts designed to reach new people, mainly entertainment/humour posts, or storytelling posts



Formatting your visual content

Facebook & LinkedIn posts: 1080 pixels by 1080 pixels



Instagram posts: 1080 pixels wide by 1350 pixels high



Reels/TikToks/Instagram Stories: 1080 pixels wide by 1920 pixels high



Record videos in 4k; export in 1080p at 30fps



Instagram Reel covers: 1080 pixels wide by 1920 pixels high, ensuring the main information fits within the feed area (1080 pixels by 1080 pixel square, centred in the cover)



Must-haves for video content

Add captions in videos where you are speaking



Film in natural light, or use a ring light tripod



Set your phone's camera photo format to 9:16 portrait mode to ensure photos don't get cropped or skewed in your video



Use an external microphone when recording audio for optimal quality



Caption writing checklist

Have you used keywords throughout your caption?



Use dot points instead of large, bulky paragraphs



Use one sentence per paragraph



Have you included a call-to-action in your post? It doesn't have to be at the end of your caption



Have you run your caption through Grammarly to check for typos or grammar errors?



Is your caption between 30 to 150 characters? Longer captions are ok, but are better purposed as carousel posts



Posting to Instagram Stories

When resharing a post, have you added value? eg: caption with more info; website link; tagged other accounts, call to action



When creating Story graphics from scratch, use the right image size, and ensure the text in the graphic is within the borders



Add your Story to your highlights if it something your audience would search for regularly



If talking in your Story, have you added captions?



Content posting checklist

Have you added your location?



Can you tag a person or add a collaborator to get more reach?



If this is a sponsored post, make sure you add the paid partnership label



For product posts, can you tag yours, or others products in this post?



For Reels, have you selected your 3 relevant topics?



Hashtags checklist

Have you used a mix of keywords, topics, niche/industry and location tags?



Do the tags have between 1 million and 100,000 posts?



Add them in your caption, not your first comment



Understanding your Insights

Impressions: how many times your post appears on a feed



Reach: how many 'unique' views your post has received (stopped and viewed)



Engagement: the number of interactions with your post (comments, likes, shares, and saves)



Post clicks (relevant to Facebook): the number of times people clicked within your post (to read more, to view picture, clicked web link)



Reach rate: percentage of your followers who saw your posts; ideal is 3-5% reach rate, higher if you have a small follower number



Engagement rate: percentage of your followers who interacted with your posts; ideal is 2-4%, higher if you have a small follower number





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Let's say goodbye to social media paralysis, and hello to consistent content. Book in a 1:1 training session to get you up to speed with using social media and creating posts efficiently while having fun!

www.fempoweredsocial.com
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