

POSTING CHECKLIST – Before You Hit Publish

Use this checklist every time you're about to post to make sure your content is clear, aligned, and optimized to connect with your audience.



Content

- Is the caption well-written and error-free?
- Is the message clear and valuable?
- Did you include a call to action (CTA)?
- Is the copy tailored to the format (reel, carousel, story, static)?



Design

- Are you using your brand colors and fonts?
- Is the design clean, on-brand, and easy to read?
- Is your logo placed subtly (if applicable)?
- Does the first image or slide grab attention?



Technical Setup

- Did you add relevant hashtags?
- Are any necessary tags (people, brands) included?
- Is the link in bio updated (if needed)?
- Are you using the correct template for this post type?

 Timing

- Is this content aligned with your content calendar?
- Are you posting at the best time for your audience?
- Does it connect with any event, launch, or relevant date?

 Publishing

- Published to the correct platform (IG, FB, TikTok, etc.)
- Backed up in your content folder or drive
- Marked as “Posted” in your planner/calendar
- Checked for engagement within the next few hours

 Final Tip:

One thoughtful post is better than ten rushed ones.
Keep it simple — but intentional.

 Need a team to handle this for you?

This checklist is brought to you by **HRS Management**, your brand’s behind-the-scenes growth partner.

From strategy to execution, we help you create content that doesn’t just look good — it drives results.

 **Let’s work together — reach out to HRS today.**