

# Montana Main Street Social Media Post Checklist

## Montana Department of Commerce Community MT Division

The following information is provided by Main Street America Academy.



Use this checklist to plan quality posts. Be sure to note basic results after publishing (reach, likes, comments, shares, saves, link clicks).

- Start with an opening line that clearly states what happened and where. Avoid jargon, and spell out acronyms.
- Incorporate one human detail and a short feeling or quote to evoke emotion and connect with the audience.
- Include exactly one data point to add credibility without overwhelming the audience with excessive statistics.
- Provide a specific and time-bound call to action to encourage immediate engagement.
- Proofread carefully. Double-check names, dates and numbers for accuracy to maintain credibility.
- Verify partner tags, handles and links for accuracy before publishing.
- If using hashtags, verify each tag's intended use. For example, #mms may refer to Montana Main Street in your post, but it refers to M&M's in wider use.
- Adjust content length to fit the platform, using concise language and line breaks to improve readability and scanning.

 **COMMERCE**

- ❑ Ensure images and videos are clear, well-lit and optimized for mobile viewing (square or vertical format).
- ❑ Add alt text or captions for accessibility, ensuring spoken words in videos are captioned correctly.
- ❑ Give proper credit for photographs, verifying prior to publishing your post that you have permission to use them.
- ❑ To maximize accessibility, avoid overlaying text on photographs.
- ❑ Minimize text in graphics, using a large font that is easily read without zooming in. Maintain high color contrast between text and background elements, and don't place text over complex or disordered backgrounds.
- ❑ Ensure brand elements such as logos, colors and tone are consistent and readable.
- ❑ Schedule posts when your audience is most active, and plan to monitor comments for engagement.
- ❑ Save content to your library with the original file and permission notes for future reference.
- ❑ Develop a repurposing plan, such as creating three follow-up posts or a blog recap, to maximize content value.