

“Content That Works” Checklist

1. Should the content even be created?
 - a. Is there existing content that can be updated or repurposed?
 - b. Can you curate content from other sources that accomplishes the same goal?
 - c. Can you compete against the best content in that space? Or should your content be more focused on a particular customer segment or your specialization?
 - d. Why is your content the best content on this subject?
2. Making distribution part of the ideation process
 - a. Don't create what you can't promote
 - b. Do a quick Google search for the topic and see what kinds of media show up
 - i. If Google shows videos, create a video
 - ii. If they show images, do an infographic or image
 - iii. And so on...
 - c. Note the kinds of content that gets traction on your preferred social media channels
 - i. Again, lean into what the algorithm prefers
 - ii. Longer term, you will work to convert those audiences to owned channels, but that can't happen if the algorithm never shows your content in the first place
3. Social media accounts
 - a. You do not need to be on every social media channel
 - i. Worth repeating: **You do not need to be on every social media channel**
 - ii. You are better served picking a number of channels you can readily support than being everywhere... and doing a terrible job in most of them
 - iii. There is likely merit in claiming your brand name, though, purely as a defensive strategy
 - iv. The following are not intended to provide a comprehensive list of social media channels or guide to their use. Instead, this is intended to ensure you've deliberately remembered to use channels that work for your business and ignored, on purpose, those that don't
 - b. Keep an eye on what tools like Buffer, Hootsuite, or StoryChief suggest
 - i. Their business models require your content to work. They have incentives to ensure your content gets seen
 - ii. Buffer's April 2025 Update:
<https://buffer.com/resources/facebook-algorithm/>

- iii. StoryChief's 2025 Social Media Algorithm Guide:
<https://storychief.io/blog/social-media-algorithms-updates-tips>
- c. Social media lifespan is roughly one-two weeks at best. In practice, it's far more like one week... or even just a couple of days
 - i. You can extend that, but the original lift tends to happen once... or essentially never
 - ii. Think about exposure impact
 - 1. Long term. More than 7(!) days
 - 2. Short term. Less than 7 days
 - iii. Ease. How easy is it for you to create? Are you able to produce content of comparable or better quality than what your audience expects?
- d. LinkedIn
 - i. Use LinkedIn specifically for business customers and/or to reach potential employees
 - 1. Beating your competitors to attract the best talent can be a hugely impactful way to improve your overall marketing and customer acquisition efforts
 - ii. Consider posting the content on LinkedIn as an article, not just a shared piece of content
 - iii. Test video, both longer and shorter form
 - 1. Create specific videos for LinkedIn, though, that are separate from
 - iv. Communities. Are there specific communities that you participate in? Would this content work in those communities?
 - 1. Don't spam the group. You're there to be a good citizen. But consider whether the community welcomes content like yours and share as you see fit
- e. YouTube
 - i. Consider both longer videos and Shorts
 - ii. See YouTube's overview here:
<https://www.youtube.com/creators/how-things-work/content-creation-strategy/>
- f. Instagram
 - i. Multiple content types: Posts (photos with text), Stories, Reels, and Live Video
 - ii. Determine which are appropriate for your customers and content types
 - iii. Review Help Center here: <https://help.instagram.com/>
- g. Facebook
 - i. Facebook can sometimes be a useful tool for talent acquisition, too

- ii. If you have physical locations, it's probably worth claiming the page for your business to ensure your NAP+W (name, address, phone number, and website) listings are accurate, complete, and match your other local index channels (Google Business Profile, Yellow Pages, etc.)
 - iii. As with LinkedIn, consider communities that match your business. Ensure that those communities welcome content sharing prior to posting for promotional reasons
 - iv. Help Center here: <https://www.facebook.com/business/help> (must log in to Facebook to review)
 - h. Pinterest
 - i. Particularly useful for travel, e-commerce, hospitality/bars/restaurants, health and wellness, etc.
 - ii. Conduct competitive analysis
 - iii. Help Center: <https://help.pinterest.com/en>
4. Email
- a. Draft strawman messages for each of the following groups
 - i. Regular email lists
 - 1. "Welcome Packet" for new subscribers
 - ii. Existing clients
 - iii. Past clients
 - iv. Past prospects
 - v. Current prospects
 - vi. "Friends and family" (or Slack or text message)
 - 1. Employees
 - 2. Advisors
 - 3. Actual friends
5. Update existing website
- a. Blog post or links to new content in existing relevant posts
 - b. Review product/service pages and include call-to-action (CTA) if appropriate
6. Include creators/influencers to get them to share it
- a. Who are the creators/influencers you need/want for the topic?
 - b. It's not about the size of their audience. It's about who's in it
 - i. Are they talking to your customers? Build a relationship with them
 - ii. Do not make it a one-time engagement. In general, you're looking for a sustainable connection
 - c. Creators exist on every social media platform. Choose platforms where your customers spend their time
 - d. Tools like [SparkToro](#) can help identify potential creators
7. Email signatures

- a. What is your best, most evergreen content? What content consistently connects with your audience and leads to deeper engagement? Add a link in your team's email signature line
 - b. Different teams can highlight different content, but put some guidelines around what's most appropriate for your audience
- 8. Additional assets
 - a. Sales collateral
 - b. Customer service emails
 - c. Agency partners or other vendors