

Content Checklist

Visual Content (flyers, ads, online graphics)

- Business name and logo
- Point of Sale location and hours of operation
- Point of Contact
- Campaign information (event location, time, date, etc)
- Easily read from left to right, top to bottom
- Space between elements
- Easy to read colors
- No more than 4 colors
- Text > 12pt font
- Script fonts used sparingly
- No more than 3 font types
- Text alignment is consistent

Video Content (TikTok, Reels, YouTube, Live Video)

- Movement and sound should start right away
- No more than 3 main points per video
- Add closed captions
- Add videos to "playlists"
- Add an "endscreen" that has your business details
- Add text to your video that states the video topic/keywords
- The shorter you can make your video without removing value, the better

Word Based Content (social media captions, blogs, news features, blurbs for publications)

For Print Content:

- "Boiler plate": Your one thing, point of sale location, hours of operation, point of contact

For online content you own (blogs, emails, newsletters):

- Include a "you might also like" or a "in case you missed it" section

For online content you don't own (social media)

- Prioritize attention and call to action

All Word Based Content:

- Use spellcheck or online tools like Grammarly
- Use headline generators for ideas
- Use google to find outlines and templates for longform content

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