

# POST CHECKLIST



## COMMUNICATIONS POST CHECKLIST

### STEP 1: RESEARCH & STRATEGY

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**Gather feedback form all stakeholders**

*Devise a strategy that facilitates the process.*

### STEP 2: CONTENT CREATION

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**Craft content with end user in mind**

*Insure all variables of the user process are complete.*

### STEP 3: PUBLICATION CHECKLIST

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**Select all the applicable mediums**

*Consider a reasonable time frame for maximized outreach campaign.*

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|---|---|
| <input type="checkbox"/> <u>EVENT</u>     | <input type="checkbox"/> <u>PRESS RELEASE</u>     |
| <input type="checkbox"/> <u>NEWS</u>      | <input type="checkbox"/> <u>SMS</u>               |
| <input type="checkbox"/> <u>LIVEFEED</u>  | <input type="checkbox"/> <u>ROBOCALL</u>          |
| <input type="checkbox"/> <u>FACEBOOK</u>  | <input type="checkbox"/> <u>EMAIL</u>             |
| <input type="checkbox"/> <u>TWITTER</u>   | <input type="checkbox"/> <u>WEB UPDATE</u>        |
| <input type="checkbox"/> <u>INSTAGRAM</u> | <input type="checkbox"/> <u>KID MAIL HANDOUTS</u> |
| <input type="checkbox"/> <u>-</u>         | <input type="checkbox"/> <u>-</u>                 |
| <input type="checkbox"/> <u>-</u>         | <input type="checkbox"/> <u>-</u>                 |

### STEP 4: MEASURE YOUR SUCCESS

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**A good analysis can inform your next successful post.**

*Analyze the user data.  
Ask for feedback.*