



CHECKLISTS / FREE PDF

Before You Publish Checklist

A practical final check for every image, video, caption, and destination link.

**PLAN IT.
MAKE IT.
YELL IT.**





01 / Check the message and creative

Use this checklist after the draft is ready and before scheduling or publishing. Assign a named reviewer where your workflow requires one.

1 Purpose and audience

The post has one clear point and speaks to the intended audience. The requested next step fits the content.

2 Accuracy and context

Names, dates, details, claims, and quotations have been checked. Illustrative examples and sample data are clearly identified.

3 Image and video quality

Preview the asset in the intended placement. Check cropping, legibility, audio, captions, and any on-screen text.

4 Rights and permissions

Confirm permission for photos, music, quotations, and identifiable people where needed. Keep evidence with the project materials.

PUT IT TO WORK / Use the worksheet on page 4 to capture your decisions.



02 / Check the publishing details

Small setup mistakes can undermine good creative. Review the actual destination and account before confirming the post.

1 Account and channel

The correct business account and social channel are selected. The format is supported by the destination and connection.

2 Links and next step

Open the final link. Check the destination, mobile experience, relevant tracking parameters, and any time-sensitive offer details.

3 Date and time

Confirm the intended date and time zone. Check that related announcements or approvals will be ready first.

4 Ownership after publishing

Someone will check the published result and handle replies. Note the escalation route if the content needs correction.

PUT IT TO WORK / Use the worksheet on page 4 to capture your decisions.



Your working sheet

Print this page or annotate it in your PDF reader. Add your own details, then give each next step an owner.

● Post title and destination account

● Creative and accessibility reviewer

● Verified links and campaign details

● Permissions and approval owner

● Scheduled date, time, and time zone

● Post-publication check and response owner
