

Social Media Checklist



Calendar Check-In

- Do quarterly calendar checks on your Social Media.
- Make sure you are on top of new developments (e.g. safety protocols, industry-wide standards, etc.).
- Get ideas on how to share your SIP Certified sustainable practices with the **Seasons of Sustainability** calendar.



Quality Control Check

- Quality control checks are essential to maintain a cohesive message that aligns with your brand personality, values, and practices.
- Do the links in your bio work? Are they up to date?
- What kinds of posts get the most engagement and how can you create more?
- Have you favored one platform? It may be time to show a little love to the neglected platforms.



Strategize and Execute

- Develop a budget for paid advertising and campaigns to boost engagement and ultimately sales.
- A/B test campaigns to gain insights on audience preferences.
- Create a bank of content (photos, videos, artwork, etc.) to use in campaigns relative to your calendar.



Collaborate

- Search "SIP Certified" in Instagram Stories for fun, playful GIPHYs.
- Tag @sipcertified for reposts across all platforms to broaden your audience and educate followers about your sustainable practices.
- Include our hashtags: #sipcertified, #sipyourbestlife, #ispysip.

