SOCIAL MEDIA CONSISTENCY CHECKLIST

HELPING COMMUNITIES ACHIEVE SUSTAINABILITY GOALS

✓ 1. SET YOUR POSTING SCHEDULE

- Choose how often you'll post (e.g., 3x per week)
- Plan content in advance with a content calendar
- Batch-create posts to save time

✓ 2. KNOW YOUR CONTENT PILLARS

- Pick 3-5 content types (e.g., events, tips, community stories)
- Balance promotional & engaging content
- Reuse & repurpose content across platforms

✓ 3. KEEP ENGAGEMENT HIGH

- Reply to comments & messages within 24 hours
- Ask questions & encourage interaction
- Post at optimal times when your audience is online

✓ 4. TRACK & IMPROVE

- Check insights weekly to see what's working
- Adjust your strategy based on engagement
- Stay flexible—consistency ≠ burnout!