

SOCIAL MEDIA

CREATIVE THAT WORKS

Best Practices Checklist

Review creative choices. It's easy to lose sight of best practices and campaign objectives when you sit down to write a social media post. This checklist can help you review creative choices before clicking "publish".

Go beyond a PSA. Traditional, text-based public service announcements don't work on social media. Have you adapted your health message into a visual format that will intrigue and delight your target audience?

Write great copy. Words matter. Have you revisited key messages from your audience persona worksheet? Are you using plain language? Is your copy wordy or too long?

Align creative with campaign objectives. Social media content should reflect your organization's goals. For example, if your org focuses on getting pregnant women vaccinated, social posts should be compelling to that audience. What types of content do pregnant women in your community already consume on social that your creative can emulate?

Think mobile first. Social media users almost exclusively use mobile to access their favourite platforms. Does your creative look as good on mobile as on desktop? Preview it to find out.

Localization matters. Social media content is not one-size-fits-all. Is your post written in your target audience's first language? Are you using images and cultural references that will resonate with the people you're trying to serve?

Video can be worth the effort. On Meta platforms, videos earn the highest engagement of any other type of content.* Have you tried video content for your audience? How about another format like stories or a carousel post? Experiment and measure to see which content types perform best with your target audience. *(HubSpot, 2020) (Source: <https://www.hubspot.com/marketing-statistics>)

