

Social Media Posting Checklist

Use this checklist to help evaluate the appropriateness of content PRIOR to posting on an IEEE-associated social media channel. If you have any questions or would like a second opinion, please contact socialmediahelp@ieee.org.

Is it strategically aligned?

- ☐ Provides value to the audience and is relevant
- ☐ Aligns with OU goals and mission / has a purpose
- ☐ Fits into content strategy
- ☐ Has a goal or call-to-action
- ☐ Reinforces the IEEE brand

Is the message properly crafted?

- ☐ Crafted, clear and focused messaging
- ☐ Professional and warm tone
- ☐ Tailored to the social platform
- ☐ Visually appealing and appropriate
- ☐ Uses hashtags and mentions sparingly
- ☐ Double check misspellings, grammatical errors, etc.
- ☐ Posted at the appropriate time
- ☐ Not overly promotional

Is it trusted and compliant?

- ☐ Rights to use image and content
- ☐ Proper citations and attributions
- ☐ Factually correct and trusted content
- ☐ GDPR and IEEE Social Media Policy compliant

Is it culturally and socially conscious?

- ☐ Excludes dishonorable / controversial / offensive content
- ☐ Diverse, inclusive, culturally conscious
- ☐ Cannot be spun negatively or misinterpreted

Are you measuring performance?

- ☐ Incorporates analytics and tracking
- ☐ Defined success criteria and KPIs



ADDITIONAL RESOURCES

- › [Getting Started with Social Media Guide](#)
- › [Posting Best Practices](#)
- › [Additional Social Media Training Materials](#)

