

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](#)

