Posting Checklist!

I totally get it!

There is A TON to keep in mind when it comes to posting your video to social media. And just missing one thing can be the difference of your video getting 1 Million views and getting 234. This is why I've made this handy checklist for you to reference EVERY TIME you post a video. This will ensure you do everything that's needed to give your video the best chance of going viral!

Now, I know all these things might look intimidating but trust me, eventually, it'll become second nature, and you'll just remember to do these things on autopilot.

I recommend that you save this list (download or screenshot) and put it on your phone so that you have it at the ready when it comes time to post.

I have also provided a link to this checklist as a text document so you can copy and paste it easily and put it onto your notes app, or into your Notion Template. CLICK HERE

Enjoy!

-Mitch





Before Posting

- [ ] **Does my video have a strong hook?**
  Does the hook grab attention? Does it convey the video idea in 1 sentence?
- [ ] **Is my video idea unique?**
  Would your video idea make a stranger say, "Oh that's interesting"? This will likely make them watch for longer
- [ ] **Is this content valuable for my audience?**
  Is my audience going to laugh (be entertained) or learn (be taught) from this video?
- [ ] **Does it tell your story in a creative/unique way?**
  Often how you tell the story in your video can have a huge impact on its performance
- [ ] **Does this content align with my account niche?**
  Posting content that is totally different niche than what you normally do can confuse your audience and negatively impact performance
- [ ] **Does it follow an already-proven video format?**
  The format can be from someone else's account or a previous post you've made. This will greatly increase your chances of getting a viral video. (we outline this concept in the "steal like an artist" video of the PTCA course)
- [ ] **Did I export the video at the highest quality that Instagram/TikTok/YouTube supports?**
  All short-form platforms support a maximum resolution of 1080X1920 (portrait video)
- [ ] **Did I transfer the video to my phone without losing quality?**
  Sometimes iMessage/FB Messenger/DMs will lose quality in the video as you send it. We recommend transferring it using Dropbox/Google Drive/iCloud

While Posting

- [ ] **Am I posting at the best posting time for my audience?**
  This will not make a bad video go viral, but it can help you get an initial boost of views which can help.

- [ ] **Do I have a hook in the caption? Does it strike intrigue?**
  If you don't know about all the different types of hooks, I recommend you check out the Viral Hook Masterclass

- [ ] **Is this video a part of a series?**
  Did you add it to the proper playlist so your audience can see the other videos in the series?

- [ ] **Do I need to add any subtitles in the app?**
  (If you did this in editing, you don't need to do this in the app)

- [ ] **Did I add a thumbnail to the video that is the most striking visual element?**
  This will help viewers find your video if they click on your profile

- [ ] **Have I added any titles if needed?**
  Are they easy to read?
  Did you spell-check them?
  Are the titles timed properly?

- [ ] **Added 3-5 hashtags to the end of my caption?**
  Hashtags won't make a bad video go viral, but they will help a video be categorized by the algorithm and help with an initial boost of views. We recommend 3-5 hashtags that range from quite niche to broad.

- [ ] **Have I linked a trending song?**
  Is the audio adjusted so it's not too loud or too quiet?

Right After Posting

- [ ] **Did I update the Notion Template that I've posted the video and it's live?**
  (You can get the notion template here https://courses.tmsmedia.io/contentmastery)

- [ ] **Did I respond to comments?**
  It's a good idea to respond to comments that are made on your post to fuel engagement and interact with you audience.

- [ ] **Did I respond to DMs?**
  Same things as comments, if someone DMs you it's a good idea to message them back and build that relationship with your audience.

- [ ] **Did I post this video to all other appropriate platforms?**
  We suggest posting the same video to YouTube, Instagram, TikTok, Facebook, etc. to improve its reach. Keep in mind the video will probably perform differently on different platforms

- [ ] **Did I share this video with anyone who I think would like it?**
  Sharing your video with friends and asking them to engage with it (like, comment, share) can be a good way to encourage others to engage with your post

- [ ] **Did I engage on other posts in my niche?**
  Spend some time engaging (commenting/liking) on posts that are related to what you've posted. This can help the algorithm show you content that's related to your content that you can use for inspiration.

- [ ] **Am I being patient and positive?**
  If you don't get results right away, give it time. The algorithm can be weird sometimes and results can be delayed.

24 Hours After Posting

- [ ] **Is my video worth iterating on?**
  Did this video show promising potential but maybe didn't do as well as you thought? Do you have a feeling that it can do well? Can I iterate on this video and "remake" and repost the video to hopefully have it do better?

- [ ] **Is my video worth recreating?**
  Is this video worth recreating in the future?
  Did it show promise?

- [ ] **Did I look at my analytics?**
  How was your hook rate?
  How was your retention?
  What was your average view duration?
  How will you use these analytics to improve your next video?

Sponsored Video

If you are making a sponsored post, be sure to as these items to your checklist!



Before Posting

- [ ] Do I have the sponsors link in my bio/link tree?
- [ ] Is there a call to action in your video?

While Posting

- [ ] Did I tag anyone who needs to be tagged? (The business/brand)

- [ ] **Did I check the "Sponsored Post" box?**

Right After Posting

- [ ] **Did I notify the business/brand that the video is live with a link to the post?**
- [ ] **Did you submit an invoice to the business/brand so you can get paid?**
  Ideally you'll charge 50% before the video is posted and collect the remaining 50% after the video is posted.

24 Hours After Posting

- [ ] **Did I share the analytics of the post with the brand?**
  This should only be done if the business/brand requested this prior. Screenshots are usually okay.
- [ ] **Did I remove the sponsored link from my bio/LinkTree?**
  Unless an exception was made, we typically arrange with the business/brand their link will be in the bio for 24 hours. This might change based on the business/brand.



To get this checklist on Google Docs CLICK HERE