To help you get the most from your social campaigns, CNN has developed a 12-step planning checklist. Use it each and every time you plan a new social media campaign, and watch the results roll in.

1. Decide on measurable social media goals for your project.
   - Page views/engagement
   - Network(s) of focus
   - Influencers and communities
   - Mentions
   - Mentions
   - Social media
   - Social media

2. Choose your social network(s) of focus:
   - Twitter
   - Facebook
   - Instagram
   - LinkedIn
   - Pinterest

3. Choose your hashtag(s):
   - User participation (collect UGC)
   - Engagement/visibility (retweets, likes)
   - Promotion

4. Define what kinds of posts you will include, and what accounts will use which kinds of posts:
   - Best for page views/traffic:
     - Live blog
     - Live broadcasts
     - Live video
     - Live discussion
     - Podcasts
     - Live discussion with guests and/or audience

5. Think about the best visual elements for your posts:
   - What are the best photos you can use?
   - What are the best graphics?
   - What about infographics?

6. Determine the most important message you’re trying to get out there:
   - What is the main idea you want to share?
   - What is the main idea you want to share?
   - What is the main idea you want to share?

7. Choose your hashtags:
   - Things to consider:
     - Is there an established, entertaining hashtag that’s already trending?
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8. Make a rough posting schedule:
   - Date to start projecting: Consider: Do you want to tease ahead of time to build buzz, or release on the same day?
   - Content to project: Consider: How often can you commit to content?

9. List other accounts you could tag in your posts and/or ask to re-post content, and for each:
   - If you’re soliciting UGC, decide how you’ll get the word out and how you’ll use the content that comes in.
   - One of the best ways to drum up interest for UGC is to promote it on social media, even if it’s from the original post.

10. Write your posts!
    - Avoid any of these:
      - Not engage with your audience
      - Not engage with your audience
      - Not engage with your audience
    - Remember a few of the
      - Tweet like you talk
      - Tweet like you talk
      - Tweet like you talk

11. Anticipate your follow-up plan:
    - Are any of these:
      - e-mail/newsletter
      - e-mail/newsletter
      - e-mail/newsletter

12. Measure your success!
    - And learn for next time:
      - If you’re not satisfied with your results:
        - Look at your analytics
        - Look at your analytics
        - Look at your analytics

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