



Social Campaign Checklist

- ☐ Like Page with clear Call to Action focused on real business results
- ☐ Reveal page with your clear offer
- ☐ Insert share block on Reveal/ Page including text encouraging people to share your campaign within the block
- ☐ Insert Join My Mailing List block in the Reveal/ (2nd) page of campaign
- ☐ Publish Campaign- We recommend running a campaign for about 14 days for best success.
- ☐ Share Campaign via Simple Share and Email Marketing; you can also follow our 14 day calendar to help you in the days following your published campaign. [Click Here](#) to download
 - ☐ No Email Marketing use Simple Send
 - ☐ Post link to campaign on website if applicable
- ☐ Customize text and image of featured tab on Timeline
- ☐ Post link to page promoting campaign
- ☐ Pin and Highlight relevant posts directing fans to campaign
- ☐ Re-pin at 7 days to encourage reengagement and don't forget to look at your reporting. Have questions give us a call! 855-825-0404
- ☐ Start planning your next campaign to start with a few days of the current campaign ending.

For helpful instructions on the information above, visit our [Social Media Quickstarter](#) and our [Social Campaigns Playbook](#)