

SCROLL STOPPING SOCIAL MEDIA POST CHECKLIST

**a guide to craft eye-catching,
high-engagement posts for
social media**



PLAN **AND** POST

START WITH A POST IDEA. Add details to check each box.

POST #1	
Eye catching visual	
Hook:	
Less than 3 lines	
Movement	
CTA	

POST #2	
Eye catching visual	
Hook:	
Less than 3 lines	
Movement	
CTA	

Post #3	
Eye catching visual	
Hook:	
Less than 3 lines	
Movement	
CTA	

Post #4	
Eye catching visual	
Hook:	
Less than 3 lines	
Movement	
CTA	

REFLECT **AND** ADJUST

What are the top three items on your Scroll Stopping Social Media Post Checklist that you find most challenging for creating engaging content?

Use the task list to ensure your social media posts are engaging, eye-catching, and effective in capturing your audience's attention. If you have items in your challenge list - get help! <https://www.yoursocialtechteam.com/courses/socialtechacademy>