Template: Shareable Content Creation Checklist

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Based on Article: "Creating Shareable Content: What Works on Social Media?"
Website: https://scaleblogger.com

A practical checklist to create content that resonates with audiences and encourages sharing on social media.

Checklist Items:

☐ **1. Define Audience Personas**
Sketch one or two paragraphs of your ideal reader, including their role, goals, and content channels they use.
Reference Section: What You'll Need (Prerequisites)

☐ **2. Identify Pain Points**
List 2-3 concrete pain points per persona to address in your content.
Reference Section: What You'll Need (Prerequisites)

☐ **3. Ensure Analytics Access**
Verify that you have read-only or editor access to Google Analytics (GA4) and other social platform insights.
Reference Section: What You'll Need (Prerequisites)

☐ **4. Prepare Content Calendar**
Create a calendar file to schedule topics, formats, owners, and publish dates, locking a 2-3 week sprint for initial repurposing.
Reference Section: What You'll Need (Prerequisites)

☐ **5. Gather Creative Assets**
Export the latest 3 posts along with hero images and raw video clips needed for content editing.
Reference Section: What You'll Need (Prerequisites)

☐ **6. Conduct Social Listening**
Spend 30-60 minutes daily on social platforms to find trending topics and formats that resonate with your audience.
Reference Section: Find Shareable Ideas with Social Listening

☐ **7. Monitor Engagement Metrics**
Track high saves, comments-to-views ratios, and rapid share velocity on popular posts to identify signals of shareability.
Reference Section: Find Shareable Ideas with Social Listening

8. Cross-Check Ideas Across Platforms

Validate trending ideas by checking for their appearance and engagement signals across at least two major platforms.

Reference Section: Find Shareable Ideas with Social Listening

9. Optimize Content for Distribution

Incorporate share triggers such as compelling hooks, calls to action, and formats that facilitate easy sharing.

Reference Section: Optimize for Distribution and Share Triggers

10. Amplify Through Community Partnerships

Engage with relevant communities or partners who can help amplify your content and encourage sharing.

Reference Section: Amplify Shareability with Community & Partnerships