



# Template: Cross-Posting Engagement Checklist

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Based on Article: "Maximizing Engagement: Best Practices for Cross-Posting on Social Media"

A practical checklist for maximizing engagement through effective cross-posting on social media.

## Checklist Items:

### 1. Define Goals and Platform Roles

Identify a primary goal for each social media platform and set measurable KPIs to evaluate performance.

Reference Section: Plan Your Cross-Posting Strategy

### 2. Build a Content Pillar Calendar

Select 3–5 content pillars based on audience needs and create a long-form asset for each pillar, mapping repurposed content types to platforms.

Reference Section: Plan Your Cross-Posting Strategy

### 3. Tailor Copy for Each Platform

Modify the tone, length, and CTAs of your content to align with the norms and audience expectations of each platform.

Reference Section: Craft Platform-Specific Copy and Creative

### 4. Use Optimized Visuals

Ensure that images and videos are resized and reformatted according to the recommended aspect ratios for each platform to enhance performance.

Reference Section: Craft Platform-Specific Copy and Creative

### 5. Schedule Content Strategically

Utilize a scheduling tool to stagger the posting times across platforms to avoid overlap and maximize reach.

Reference Section: Plan Your Cross-Posting Strategy

### 6. Implement Hashtag and Emoji Strategy

Adjust the usage of hashtags and emojis according to each platform's best practices to increase visibility and engagement.

Reference Section: Craft Platform-Specific Copy and Creative

### 7. Analyze Performance Metrics

Regularly review analytics to identify low-performing content formats and adjust strategies based on high-performing ones.

Reference Section: Plan Your Cross-Posting Strategy

## □ 8. Utilize Automation Tools

Incorporate tools like Scaleblogger to automate repetitive tasks, enhancing efficiency in your cross-posting workflow.

Reference Section: Plan Your Cross-Posting Strategy