



SOCIAL MEDIA

Branding checklist

BRAND IDENTITY

- Clarify your mission statement
- Tell your brand story
- Establish your core values
- Identify your brand tone and voice
- Identify your dream client/customer

BRAND VISUALS

- Logo
- Submarks
- Typography
- Color palette
- Mood board
- Static and video social post templates (Canva)

BRAND STRATEGY

Define your social media goals (check your top three):

- Engagement
- Traffic
- Lead Generation
- Sales/Conversions
- Repeat Customers
- Audience Growth
- Brand Awareness
- Brand Trust
- Brand Loyalty
- PR Mentions
- Community Building
- Customer Service Efficacy
- Competitive Edge
- Other