

SPONSORED POST CHECKLIST

Use this checklist as a guide when doing sponsored posts. On the vast majority of sponsored posts, you should check off every single item below.

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|  | Format | Make sure the post is clean-looking, images line up and it is generally pleasing to the eye. |
|  | Images | Be proud of the images in your post. Display the brand in the most flattering way possible. |
|  | SEO | Optimize the post. Some brands will give you direction on this. Make sure to "nofollow" sponsored links! |
|  | Disclosure | Have a visible disclosure in the post revealing the fact that it is sponsored content. |
|  | Spell Check | Pay particular attention to the sponsor's name. Some brands spell their names in unusual ways. Get it right. |
|  | Message | Be sure that you are getting the message across that the brand intended. Focus on the campaign topic. |
|  | Hashtags | Use the proper hashtag. A lot of times, this will be different than the brand's name. Be aware of the #. |
|  | Social | Promote the content socially as the brand requests. Make your updates professional and natural looking. |
|  | Follow Up | Contact your sponsor and provide a link to the post. Make sure everything is to their liking. |
|  | Invoice | If necessary, send an invoice for the post to your sponsor. Only do this when all elements are completed. |