ChecklistGuro

Flower Shop Social Media Content Checklist

Content Planning & Themes

Define monthly themes, identify key dates (holidays, promotions), and brainstorm content ideas.

Monthly Theme Start Date

Enter date...

Overall Monthly Theme (e.g., Spring Blooms, Romantic Pastels)

Write something...

Key Dates & Holidays to Feature

- [ ] Valentine's Day
- [ ] Mother's Day
- [ ] Easter
- [ ] Thanksgiving
- [ ] Christmas
- [ ] Other (Specify)

Brainstorm Content Ideas (minimum 3)

Write something...

Target Number of Posts This Month

Enter a number...

Primary Content Focus (e.g., Product Showcases, Behind-the-Scenes, Customer Stories)

- [ ] Product Showcases
- [ ] Behind-the-Scenes
- [ ] Customer Stories
- [ ] Educational Content (Flower Care)

Photography & Videography

Schedule photo/video shoots, review existing assets, ensure quality and consistency.

Scheduled Shoot Date

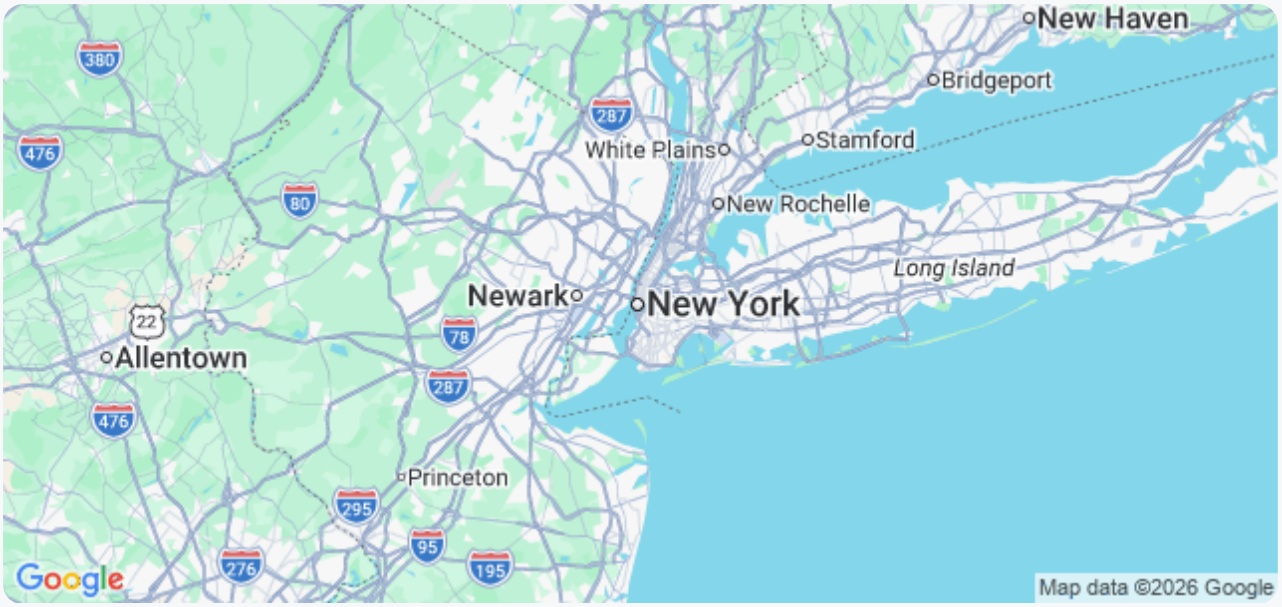
Enter date...

Shoot Start Time

Enter time...

Shoot Location

Set My Current Location



Reference Images/Mood Board

Upload File

Estimated Number of Photos

Enter a number...

Photography Style (e.g., Bright & Airy, Dark & Moody)

- [ ] Bright & Airy
- [ ] Dark & Moody
- [ ] Natural Light
- [ ] Studio

Caption Writing & Hashtags

Craft engaging captions, research relevant hashtags, optimize for search and engagement.

Write Initial Caption Draft

Write something...

Refine Caption for Tone & Clarity

Write something...

Select Relevant Hashtag Categories (e.g., #flowers, #localbusiness, #wedding)

- [ ] Flowers & Arrangements
- [ ] Local Business & Community
- [ ] Weddings & Events
- [ ] Seasonal & Holiday
- [ ] DIY & Tutorials

Number of Primary Hashtags (Focus on relevance)

Enter a number...

Number of Secondary/Trending Hashtags

Enter a number...

List of Primary Hashtags

Write something...

List of Secondary/Trending Hashtags

Write something...

Platform Specific Optimization

Tailor content to each platform (Instagram, Facebook, Pinterest, TikTok) - consider format, length, and audience.

Instagram Post Aspect Ratio

- [ ] Square (1:1)
- [ ] Portrait (4:5)
- [ ] Landscape (16:9)

Instagram Hashtag Count

Enter a number...

Facebook Post Link Preview

- [ ] Auto-Generate
- [ ] Customize

Pinterest Board Keywords

Write something...

TikTok Optimal Posting Time

Enter time...

Content Format (Facebook)

- [ ] Image
- [ ] Video
- [ ] Link
- [ ] Text Post

Scheduling & Posting

Schedule posts using scheduling tools, verify accuracy, and monitor publishing times.

Scheduled Post Date

Enter date...

Scheduled Post Time

Enter time...

Platform

- [ ] Instagram
- [ ] Facebook
- [ ] Pinterest
- [ ] TikTok

Post Type

- [ ] Image
- [ ] Video
- [ ] Carousel
- [ ] Reel

Caption

Write something...

Hashtags (Comma Separated)

Post Priority (1-10)

Enter a number...

Engagement & Community Management

Respond to comments and messages, participate in relevant conversations, and foster a community.

Number of Comments Replied To

Enter a number...

Number of Direct Messages Replied To

Enter a number...

Overall Tone of Responses (Positive, Neutral, Negative)

- [ ] Positive
- [ ] Neutral
- [ ] Negative

Summary of Common Questions/Concerns

Write something...

Date of Last Community Interaction Review

Enter date...

Platforms Actively Managed Today

- [ ] Instagram
- [ ] Facebook
- [ ] Pinterest
- [ ] TikTok
- [ ] Other

Performance Tracking & Analysis

Monitor key metrics (likes, comments, shares, reach), analyze results, and adjust strategy accordingly.

Instagram Likes (Last Post)

Enter a number...

Facebook Reach (Last Week)

Enter a number...

Website Traffic from Social Media (Last Month)

Enter a number...

Conversion Rate from Social Media (Last Month)

Enter a number...

Overall Sentiment (Positive/Neutral/Negative)

- [ ] Positive
- [ ] Neutral
- [ ] Negative

Date of Last Analytics Review

Enter date...

Key Observations & Insights

Write something...

Legal & Compliance

Ensure compliance with copyright laws, disclose sponsored content, and adhere to platform policies.

Copyright Compliance Check

- [ ] Confirmed - All images and content licensed/original
- [ ] Review Required - Potential copyright concerns identified

Sponsored Content Disclosure

- [ ] Disclosure clearly visible in all sponsored posts
- [ ] Review Required - Ensure accurate and visible disclosures

Platform Terms of Service Adherence

- [ ] Reviewed and Compliant with current terms
- [ ] Review Required - Potential violation identified

Last Terms of Service Review Date

Enter date...

Notes on Legal/Compliance Concerns

Write something...