

Platform-by-Platform Quick Checklist



Instagram

- ☐ Post Reels consistently
- ☐ Use carousels for educational content
- ☐ Strong hook in first 1–2 seconds
- ☐ Clear on-screen text
- ☐ Reply to comments & DMs same day

Facebook

- ☐ Lead with short native video or Reels
- ☐ Write captions that invite comments
- ☐ Share in relevant Groups when it fits
- ☐ Focus on community over selling
- ☐ Respond to comments quickly

TikTok

- ☐ Hook in the first 3 seconds
- ☐ Keep videos short & personality-driven
- ☐ Use on-screen text
- ☐ Reply with follow-up videos when topics gain traction
- ☐ Stay consistent (don't chase every trend)

LinkedIn

- ☐ Share short video or educational carousels
- ☐ Lead with a clear insight or real experience
- ☐ Write in a natural, human tone
- ☐ Engage in other people's comments
- ☐ Focus on helpfulness over promotion

Pinterest

- ☐ Create vertical, search-friendly pins & carousels
- ☐ Use keyword-rich titles & descriptions
- ☐ Clean, easy-to-understand graphics
- ☐ Pin consistently
- ☐ Think long-term traffic

X (Twitter)

- ☐ Mix short posts with longer valuable threads
- ☐ Use short video when it adds value
- ☐ Jump into conversations early
- ☐ Be helpful and clear, not promotional
- ☐ Limit hashtags (1–2 max)

* inspiretothrive.com | From the [2026 Social Media Best Practices post](#)