

Online content checklist

When developing any content for online publishing, have a look through this useful checklist to make sure what you create will be seen and shared. Not every point will be applicable to everything you create, but this will help you to remember things that are sometimes an afterthought.

What do I need to think about?		Completed?
Is your title / caption effective?	Will your title / caption grab people's attention. Make sure it is informative enough to make people want to read more.	<input type="checkbox"/>
Does your content have a clear purpose?	Make sure you can identify the audience you are creating the content for, and that it easily conveys the message you want it to.	<input type="checkbox"/>
What is your 'Call to action'?	What do you want your audience to do? Come to an Open Day? Sign up to attend a great minds lecture? Comment on a blog post? Make sure both you and they can identify and act on this.	<input type="checkbox"/>
Is the content useful?	If you are creating a video, blog post or graphic to inform, make sure it contains all the relevant information it needs to. If it is to entertain, make sure it is not bogged-down in unnecessary information.	<input type="checkbox"/>
Is my content free from errors?	Proofread, double-check, play it through a couple of times, and check it again for any errors before sharing it.	<input type="checkbox"/>
Is my content formatted correctly?	Make sure pictures are relevant, graphics, are eye-catching, videos are too-the-point, and blog posts are not too wordy.	<input type="checkbox"/>
Did you include relevant links?	Make sure blog posts, tweets and captions contain the relevant links you would like your audience to follow. If it isn't there then they can't click on it.	<input type="checkbox"/>
Have you included tags / hashtags?	If it is a blog post, make sure you have included useful tags. If you are posting to social media increase visibility with hashtags.	<input type="checkbox"/>
What platform will you be using?	Choose the platform carefully. Blogs are good for lots of information. Video is good for getting information across in a dynamic way. Social media is good for more informal or snappy content.	<input type="checkbox"/>

Have you scheduled your content for publication?	Make sure you post at peak activity times such as lunchtime or after 4pm. If you cannot be at the computer at that time, schedule your content to post automatically.	
Can you share your content elsewhere easily?	If using WordPress, make sure jetpack is enabled to allow you to share your posts to social media automatically. If sharing to social media, make sure other apps/sites have access to share automatically.	
Can other's share your content?	Make sure share buttons are enabled, and that you use a social media platform that can easily share posts.	
Is your tone suitable for the platform and message?	Social media is often more informal than corporate websites. Blog posts can be less formal than articles, but still need to be structured well so that they don't become simply a wall of text.	
Is the content branded?	Have you used photos/graphics with the school/college/university logo on? Are you using a branded hashtag (e.g. #UoLCSS)? Are you posting on a blog with clear university affiliation?	
Have you linked to related content?	If using a blog or YouTube, you can add links to related posts to steer your audience to similar content and improve its views.	