



QUICK REFERENCE

The Pre-Post Checklist

Ten boxes to tick before anything publishes — built for the 2026 algorithms.

- ☐ **Front-load the hook**
Does the first line grab attention on its own, before the feed truncates it?
- ☐ **Value without the click**
Does the post pay off even if nobody taps the link?
- ☐ **Cut for THIS platform**
Length, voice and format tailored — not pasted from another channel?
- ☐ **Link placed right**
Body, first comment, bio or Featured — whichever this platform rewards?
- ☐ **One clear idea**
Written to the optimal length, not the maximum? (Two ideas = two posts.)
- ☐ **Real engagement, no bait**
A genuine question or save-worthy payoff — and zero “comment YES” bait?
- ☐ **Accessible**
Alt text on images, captions on video?
- ☐ **Hashtags restrained**
Relevant and few — the right count for this platform?
- ☐ **Timed + staffed**
Posting into an active window, with someone free to reply for the first hour?
- ☐ **Visual attached**
A carousel, Reel or native video where the platform favours it?

No time to run all this yourself? That’s literally our job.

Full-service social media management for businesses across Alberta — and well beyond.

→ alchemyimageworks.com/social-media-management

alchemyimageworks.com