

Social media post approval checklist

Use one copy per batch of posts. Reviewers tick each line or note what to change. From PostRoost (postroost.io); free to copy and adapt.

Client: _____ Posts in this batch: _____ Publishing dates: _____

Facts

- ☐ Prices, dates, times and opening hours are correct
- ☐ Product, service and people's names are spelled correctly
- ☐ Offers state their conditions and end date
- ☐ Links open the right page and the page is live

Claims and compliance

- ☐ No promise of results we cannot support
- ☐ Comparisons with competitors are accurate and fair
- ☐ Health, money or legal statements have been checked by the right person
- ☐ Paid partnerships and gifts are disclosed as the network requires

People and permissions

- ☐ Everyone tagged or pictured is happy to be included
- ☐ We have the right to use every image, video and piece of music
- ☐ Tagged accounts are the correct ones

Brand and tone

- ☐ Sounds like the brand: tone, words to use and avoid
- ☐ Timing is appropriate given current news and events
- ☐ Hashtags are relevant and not hijacking an unrelated topic

Accessibility

- ☐ Every image has meaningful alt text
- ☐ Videos have captions; text in images is large and high-contrast
- ☐ Hashtags with several words use capitals (#SpringMenu)
- ☐ Emoji are not used in place of words

Per network

- ☐ Caption fits each network's limit (free counter: postroost.io/tools/character-counter/)
- ☐ Instagram and TikTok posts do not rely on a clickable link
- ☐ Image sizes and video lengths suit each network

Notes / changes requested:

Decision: ☐ Approved ☐ Approved with the changes noted ☐ Changes needed before approval

Reviewer: _____ Date: _____