

The Technical Blog Post Promotion Checklist

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Source: <https://draft.dev/learn/promotion>

- ☐ Publish a summary as a Twitter thread with a link to the entire post at the end.
- ☐ Schedule tweets mentioning any technology or people referenced in the article.
- ☐ Schedule one tweet per month promoting the post for the next three months.
- ☐ Pin the Tweet to your Twitter/X profile (if it's really great).
- ☐ Share with your personal/company newsletter.
- ☐ Share with any relevant Slack channels/groups.
- ☐ Publish a post on Facebook (if relevant) and LinkedIn.
- ☐ Share the post as a link on any relevant subreddits.
- ☐ Republish in part as a post on the most relevant subreddit.
- ☐ Pitch a variation of the post as a guest post on relevant blogs in exchange for a link back to your original post.
- ☐ Share the post on Hacker News if relevant.
- ☐ Find and answer any relevant questions on Quora, referencing the post.
- ☐ Find and answer any relevant questions on Stack Overflow, referencing the post.
- ☐ Add links to the post from any relevant posts on your personal or company blog.
- ☐ Create a reminder to republish the post on Medium, Dev.to, LinkedIn, or HackerNoon (2+ weeks after initial publication).
- ☐ Create an image using content from the post and share it on social media.
- ☐ Create and publish a video version of the post, share it on YouTube.
- ☐ Create a short video version, share it on other social media channels.
- ☐ Reach out directly to technical newsletters to see if they'll share with their subscribers.

Book a discovery call today.