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The Technical Blog Post Promotion Checklist

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☐ 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.

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