Daily Posting Checklist

Section 1: Morning Check

Instructions: Start the day by checking queue and engagement.

* **Queue:** Open [Buffer](buffer-setup-guide.md) (or your scheduler). Confirm today's posts are queued and correct (caption, image, time). Reschedule if needed.
* **Engagement:** Check notifications on each platform. Reply to comments and DMs (aim for within 24 hours).
* **Notes:** Note any trending topics or questions from your audience to use in future content.

Section 2: Content Batch

Instructions: Block 30-60 minutes to create 1-2 posts (or a week's batch if you prefer).

* **Pillar:** Choose pillar from your [Content Direction Framework](content-direction-framework.md) (e.g. productivity tips, tool review).
* **Format:** Match format to platform (reel, carousel, single image). Use [Canva](canva-setup-guide.md) and your brand kit.
* **Copy:** Write caption (hook, value, CTA). **AI tip:** Use ChatGPT to draft 2-3 options; pick one and personalize.
* **Export:** Export in correct size for platform; add to Buffer queue or save for later.

Section 3: Scheduling

Instructions: Add posts to your queue so they go out at best times.

* **Buffer:** Add new posts to [Buffer](buffer-setup-guide.md) queue. Assign to next available slot or pick date/time.
* **Content Strategy Template:** Update your [Content Strategy Template](content-strategy-template-spec.md) (or spreadsheet) with date, platform, pillar, copy idea, status (Scheduled).

Section 4: Engagement

Instructions: Spend 10-15 minutes engaging with your audience and niche.

* **Reply:** Reply to every comment and DM (or set a goal, e.g. 10 replies).
* **Comment:** Comment on 3-5 posts in your niche (add value, not spam).
* **Save/Share:** Save or share 1-2 posts that inspire you (stories or feed).

Section 5: End-of-Day

Instructions: Quick review so you know what's working.

* **Posted:** Confirm today's post(s) went out. Check for errors (typo, wrong link).
* **Metrics:** Glance at reach or engagement for today's post. Note what performed (optional; full review weekly).
* **Tomorrow:** Check tomorrow's queue; add or adjust if needed.