

Daily Posting Checklist - Content Specification

This file is the content specification for the PDF Daily Posting Checklist (Level 1). Use it to regenerate or update the PDF so the wording and structure stay consistent with the package. Terminology follows TERMINOLOGY_STYLE_GUIDE.md (../docs/TERMINOLOGY_STYLE_GUIDE.md).

Level 1 context: Personal brand or content creator; time investment 2-3 weeks; expected revenue \$300-\$1,000/month.

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.
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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.
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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).
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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).
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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.
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Notes

- * Use with the [Content Growth Checklist](social-media-level-1-content-growth-checklist.md) for weekly review and consistency.
- * Document in README.md. The actual PDF is downloadable from the Templates section; this spec is for authoring or recreating the checklist.