



MANHATTAN VIDEO PRODUCTIONS

SOCIAL MEDIA CHECK LIST



STRATEGY



PLANNING



BRANDING

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www.manhattanvideoproductions.com

SOCIAL MEDIA CHECKLIST

STRATEGY

- Define clear goals
- Identify your target audience
- Choose the right platforms for your goals
- Set KPIs for engagement, reach, and growth

POSTING TIPS

- Create a content calendar
- Mix post types: Reels, Stories, Carousels, Posts
- Use templates and batch-create content
- Repurpose high-performing content

CONTENT PLANNING

- ☒ Create a content calendar
- ☒ Mix post types: Reels, Stories, Carousels, Posts
- ☒ Use templates and batch-create content
- ☒ Repurpose high-performing content

PLATFORM FORMAT GUIDE

(Most Popular Sizes)

- Instagram Feed: 1080 x 1350 (Portrait)
- Instagram Story: 1080 x 1920 (Vertical)
- Instagram Reels: 1080 x 1920 (Vertical)
- Facebook Feed: 1200 x 630 (Landscape)
- LinkedIn Feed: 1200 x 1200 (Square)
- TikTok: 1080 x 1920 (Vertical)
- YouTube Shorts: 1080 x 1920 (Vertical)
- Twitter/X Post: 1600 x 900 (Landscape)
- Pinterest Pin: 1000 x 1500 (Portrait)

WHEN TO USE EACH FORMAT

Posts (Image or Video)

- Use for evergreen content, announcements, testimonials, and educational tips.

Reels

- Ideal for trending content, behind-the-scenes footage, tutorials, or quick, entertaining clips.

Stories

- Use for time-sensitive updates, polls, Q&A, or personal moments.

Carousels

- Perfect for storytelling, step-by-step guides, product features