



Social Media Best Practices Checklist

	STRONG	NEEDS IMPROVEMENT
Uses Consistent Branding Across All Social Media Platforms		
Uses Engaging Content That Highlights Company Culture, Employee Achievements, and Workplace Initiatives		
Shares the Real Stories That Reflect Your Company's Values and Culture		
Highlights Employee Benefits and Perks		
Shares Company News, Achievements, and Milestones		
Outlines Positive Testimonials and Reviews From Current and Former Employees		
Uses Hashtags and Visuals to Improve Performance		