Things to Do EveryTime You Post

1. Look at your content

- Is it on brand

- Is it relevant

- Will it be engaging?

2. Devise your caption
  - Will your caption start a conversation?

  - Does it add value (entertainment, evoke emotion, educate.)

  - Do you have a call to order?

  - Have you included relevant hashtags?

3. Is this the best time to post?
  - Have you researched the optimal time to post your content?

- Have you set aside time for the golden hour?

- Is your audience online?