

The Ultimate Social Media Post Checklist!

Upgrading Your Profile

- Use a separate “Business Page” for your membership than your personal “Profile Page”
- On your business page, upgrade your banner image to a “Call to Action”
- Update your “About” section (template further below)
- Update your business profile picture to a picture of you (make it a different picture from your personal profile.) If you’re a professional membership or association, make it your logo.

Ten Different Posts That Will Get People to Like, Share and Take Action

1. The Quote
2. The Announcement
3. The Question
4. The Invite
5. The Give-a-away
6. The Meme
7. The "Share" post (other people's content)
8. The Poll
9. The "Social Post" (like, comment or share)
10. The Personal Post

Additional Free Ways to Get Facebook to Promote Your Membership

- Facebook Live
- Create an Event

About Template:

Fill-in the Blank Example:

Get a free copy of [insert the name of your prospect attraction tool)...

(To grab your FREE copy, click here – [\[INSERT HYPERLINK\]](#))

[Tell about yourself or your membership – Make it two sentences or less.]

He/She is the author of “BOOK OR PRODUCT #1” and “BOOK OR PRODUCT #2.”

[Name] has led [insert name of membership] since [insert year]. He’s/She’s noted for having [insert your big accomplishment here].

Fun fact: [Name] has done so much to [ideal prospect], they’ve [insert adjective your members would use to describe you].

That’s why [insert reason], where he/she [describe what you do and the outcome your membership provides.]

[Name]’s passion is getting [ideal prospect] [outcome #1], [outcome #2] and [outcome #3]!

To grab your FREE copy of [Name]’s [resource], click here – [\[INSERT HYPERLINK\]](#)

Actual Example:

Get a free copy of Accelerate...

(To grab your FREE copy of Scott's book, click here - <https://bit.ly/2Xi9zMH>)

Scott's strategic mind and use of membership multipliers have been growing and building membership businesses regardless of their niche.

He is the author of "[Triple Your Membership in 21 Days... and Do It Over and Over Again Toolkit](#)" and "[Why People Quit Your Membership Program & What You Can Do About It.](#)"

Scott has led membership organizations in both non-profit and for profit companies since 1997. He's noted for having built one of largest for profit coaching networks; growing from just 72 members a year to over 3,000 members a year.

Fun fact: Scott has done so much to help membership business owners, they've nicknamed him the "Membership Multiplier."

That's why he named his business *Membership Multipliers*, where he coaches membership business owners on how to get more members, increase retention and multiply their profits.

Scott's passion is getting Membership Businesses more members, increasing retention and keeping people from quitting!

To grab your FREE copy of Scott's book, click here - <https://bit.ly/2Xi9zMH>

Technical Resources

- Pixabay.com (free images)
- Shutterstock.com (paid images)
- Canva.com (free editing tool)
- Scheduled post (schedule your inside Facebook)
- Buffer.com (free scheduler)
- Feedly.com (article feed for you)