

AI Pre-Publishing Checklist for Social Media Posts

Use these five AI-powered checks to ensure every social media post is optimised before it goes live.

1. Is your content tailored to your target audience?

Use AI to analyse audience preferences, interests, and engagement patterns to ensure your message is relevant and resonates with the right audience.

Recommended AI Tools: ChatGPT, HubSpot AI, Sprinklr AI

2. Are your visuals optimised for the platform?

Verify that your images or videos meet the recommended dimensions, quality, and format for platforms such as Instagram, Facebook, LinkedIn, X, and YouTube.

Recommended AI Tools: Canva Magic Studio, Adobe Firefly, Runway

3. Have you refined your caption, hashtags, and call-to-action (CTA)?

Leverage AI to improve captions, generate relevant hashtags, and create compelling CTAs that encourage users to like, comment, share, or click.

Recommended AI Tools: ChatGPT, Jasper AI, OwlyWriter AI by Hootsuite

4. Is your post scheduled for the optimal publishing time?

Use AI-powered scheduling tools to identify when your audience is most active and schedule posts for maximum visibility and engagement.

Recommended AI Tools: Hootsuite, Buffer AI Assistant, Sprout Social

5. Have you reviewed the content for brand voice and cultural relevance?

Before publishing, ensure your AI-generated content reflects your brand's tone, aligns with regional preferences, and is free from cultural or contextual inaccuracies.

Recommended AI Tools: Grammarly, Writer, ChatGPT