

2026 Social Media Checklist

clout.

Social media can look easy until you realise how much goes on behind the scenes of successful campaigns. We've prepared the latest social media strategy checklist that we implement to maximise our customer's social media advertising campaigns.

1. Tracking micro-conversions.

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Are you measuring not just leads, but clicks-to-form-start, content saves and website dwell time?

2. Segmenting warm audiences.

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Do you have separate remarketing audiences for video viewers, engagers and site visitors with creative tailored to each?

3. A/B testing across formats

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Are you A/B testing opening lines, captions, and thumbnails across Reels, Carousels, and Stories to find what stops the scroll?

4. Running full-funnel campaigns.

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Are you balancing awareness, engagement and conversion objectives or just wasting your money boosting posts?

5. Aligning creative to buyer stage.

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Do your ads shift from education to proof as people move closer to enquiry?

6. Using AI Audiences and Campaigns properly.

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Do you know when to use automation and when to override it for control and data clarity?

7. Setting up backend tracking

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Have you completed all the backend setup so Meta and LinkedIn can track your conversions?

8. Setting conversion goals that matter

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Do your ads optimise for real actions (like Form Submitted or Call Clicked) not just traffic?

9. Scheduling with intent.

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Are you batching and scheduling content based on audience insights — not random posting times?

10. Analysing content retention.

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Do you know how long people watch your videos before dropping off — or how long they stay on your website?

11. Integrating UTMs with GA4.

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Can you track every ad click and post link to a page visit or form submission — and see how it compares to your email links?

12. Leveraging first-party data.

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Are you uploading customer lists, lead data or CRM exports into Meta to create smarter lookalikes?

13. Protecting your brand in comments.

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Do you have response templates and a plan for public complaint management?

14. Reporting what actually matters.

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Do your reports connect ROI and lead quality with the effectiveness of your storytelling and brand trust?

15. Staying ahead of algorithm shifts.

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Are you staying up to date with Meta and LinkedIn changes that could impact your results?

Didn't score as high as you'd like?

From tracking to targeting, we'll help you strengthen every part of your social strategy and start seeing the results you've been missing.

Let's chat! Visit our website to get in touch: www.cloutmarketing.com.au