

SHARE YOUR BLOG CHECKLIST

Steps to properly share your blog post to the appropriate channels

IMMEDIATE SHARING

- Pin your post image onto Pinterest
- Schedule it to be pinned to any Pinterest group boards that are relevant
- Share your post on Facebook and Twitter
- Create a LinkedIn Group Discussion from your Blog Post
- Post your blog to your LinkedIn Company Page and Personal Profile
- Share your post on Twitter 3-5 more times
- Share an excerpt from your article to Medium.com

ONGOING MAINTENANCE

- Respond to comments
- Include it in your newsletter
- Keep track of engagement
- Turn top posts into content upgrades, webinars, etc
- In 1-2 months, repin your post onto Pinterest and re-share on other [social media](#) channels