Publish Date   **Topic**

**Who is the
audience?**

**What do you
want them
to know?**

**Description of
available images**

Headline

Introduction

Conclusion

Call-to-action
*What you want them
to do once they have
read the story.*

Contact information

Post checklist: Getting it done   **Shared on social media**

    Draft written   **Twitter**   **Shared in other ways** *(list)*

    Copy edited   **Facebook**

    **Images secured &
Releases signed**   **Instagram**

    Images uploaded   **Pinterest**

    Post scheduled   **Other:**