

SOCIAL MEDIA CHECKLIST

Copy

- ☐ The meaning of the post is clear.
- ☐ Language used in the post can be understood by anyone (equestrians and those new to the sector).
- ☐ Hashtags are all in Camel Case and at the end of the copy (max three).
- ☐ The copy isn't overloaded with emojis and I've checked their meaning in [Emojipedia](#).
- ☐ Links have been shortened with bit.ly (using Camel Case) and it's clear where they lead to.
- ☐ The copy makes sense without needing to read/ see the image.

Images

- ☐ Written alt text for images.
- ☐ Show different aspects of equestrianism (ability, discipline, groups).
- ☐ Show high standards of equine welfare.

Audio

- ☐ Clip is short and subtitled manually (not auto-generated).

Video

- ☐ The clip is short and sized for social media.
- ☐ Subtitled manually (not auto-generated), with white text on a plain background.

