Visual Storytelling Checklist

Use this checklist to optimize your visual storytelling posts:

☐ Are your visuals high-quality and well-lit?

☐ Do your visuals align with your brand's colors, fonts, and style?

☐ Is your content optimized for the platform you're posting on? (e.g., Instagram, LinkedIn)

☐ Does your visual include a clear call to action (CTA)?

☐ Have you added captions or text overlays where needed to enhance the story?

☐ Are you using consistent filters or editing styles across posts?

☐ Have you tested different formats (photos, videos, carousels) to see what works best?

☐ Did you include behind-the-scenes content or user-generated content to build authenticity?

☐ Have you reviewed analytics from previous posts to inform your current strategy?

☐ Is your visual content optimized for mobile viewing?

☐ Are you using hashtags, tags, and geolocation to increase reach?

☐ Have you checked spelling, grammar, and formatting before posting?