

Tool: Content Balance Checklist

The phrase “content is king” is popular in the social media world. The quality of your content and how well it resonates with the expectations and interests of your audience determines how many people your content reaches. The balance sheet below is a tool to help you monitor your content and ensure you are covering all areas of your outlined content mix (ideally to reach all of your target audiences).

	Sample	1/10	1/17	1/24	1/31	2/7	2/14	2/21
Education on/ awareness of Down syndrome (stats, policy)	X							
Information on advocacy work and opportunities								
Local programs available for kids/adults								
Fundraising events <ul style="list-style-type: none"> ○ IEP teachers and therapists ○ Partnering organizations supporting families 	X							
Impact of local programs on children with Down syndrome (how funds are making a difference)								
Inspirational local/national news stories								
Local DS community engagement	X							
Observed awareness opportunities (World DS Day, Down Syndrome Awareness Month)								