

The "Pit Lane" 5-Point Social Media Growth Checklist

- 1. The "Hook" Audit** Does your bio clearly state what problem you solve, for whom, and how? If a visitor doesn't know what you do in 5 seconds, you lose them.
- 2. Content-to-Conversation Ratio** Are you talking at your audience or to them? Ensure 70% of your content provides value (education/entertainment) and only 30% is promotional.
- 3. The Consistency Commitment** Are you posting at least 3 times a week on your main platform? The algorithm favors consistency over virality.
- 4. Engagement Velocity** Are you replying to every comment and DM within 2 hours? Rapid engagement signals to platforms that your content is worth promoting further.
- 5. Data-Driven Pivot** Are you tracking your top-performing post from the last 30 days? Recreate that success by doubling down on that specific format or topic.