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League Champion’s   
**CHECKLIST**

We hope this checklist will come in handy when completing social media posts and staying on track to succeed!

For more information, check out League Champion LinkedIn Group and theleague.coop/championprogram

# Event 1

LinkedIn Post (Before): what, when, where, why, who, etc.

LinkedIn Post (Before): posted at least three weeks prior to the event

LinkedIn Post (Before): link to event page

LinkedIn Post (Before): use hashtags and tag the WCUL LinkedIn

LinkedIn Post (During/After): link to The League’s Event Finder page <https://www.theleague.coop/education-events/events-finder>

LinkedIn Post (During/After): two or more images included from event

LinkedIn Post (During/After): caption with event details/takeaways

LinkedIn Post (During/After): use hashtags and tag the WCUL LinkedIn

# Event 2

LinkedIn Post (Before): what, when, where, why, who, etc.

LinkedIn Post (Before): posted at least three weeks prior to the event

LinkedIn Post (Before): link to event page

LinkedIn Post (Before): use hashtags and tag the WCUL LinkedIn

LinkedIn Post (During/After): link to The League’s Event Finder page <https://www.theleague.coop/education-events/events-finder>

LinkedIn Post (During/After): two or more images included from event

LinkedIn Post (During/After): caption with event details/takeaways

LinkedIn Post (During/After): use hashtags and tag the WCUL LinkedIn

# Event 3

LinkedIn Post (Before): what, when, where, why, who, etc.

LinkedIn Post (Before): posted at least three weeks prior to the event

LinkedIn Post (Before): link to event page

LinkedIn Post (Before): use hashtags and tag the WCUL LinkedIn

LinkedIn Post (During/After): link to The League’s Event Finder page <https://www.theleague.coop/education-events/events-finder>

LinkedIn Post (During/After): two or more images included from event

LinkedIn Post (During/After): caption with event details/takeaways

LinkedIn Post (During/After): use hashtags and tag the WCUL LinkedIn

# event 4

LinkedIn Post (Before): what, when, where, why, who, etc.

LinkedIn Post (Before): posted at least three weeks prior to the event

LinkedIn Post (Before): link to event page

LinkedIn Post (Before): use hashtags and tag the WCUL LinkedIn

LinkedIn Post (During/After): link to The League’s Event Finder page <https://www.theleague.coop/education-events/events-finder>

LinkedIn Post (During/After): two or more images included from event

LinkedIn Post (During/After): caption with event details/takeaways

LinkedIn Post (During/After): use hashtags and tag the WCUL LinkedIn

# Additional contribution

Complete one of the following:

1. Video testimonial

* Schedule a time with our team and answer a few questions
* Testimonials will be included in our marketing materials

1. Written Testimonial or Short Guest Article

* Write a brief, 300-word testimonial or guest article shared internally with your credit union via intranet, newsletter, email, etc. and The League’s website. Writing prompts/Q&A templates can be provided

1. Educate CU coworkers on The League event offerings

* 10-minute slot to talk about The League at an all CU or team meeting/call