

The Four Shifts

Campaign Pre-Launch Checklist

The Four Shifts are structural changes in how B2B social platforms now work — drawn from TMC's State of Social Media report. This checklist translates each shift into pre-launch standards for any B2B content campaign. Run every campaign through all four gates before the first post goes live.

Shift 1 | *Topic Authority*

Define the territory

- Topic territory is defined and named for all participating accounts
- Last 60 days of posts audited on the brand page and all personal pages
- All campaign posts fall inside the defined topic neighborhood
- 90-day territory commitment is confirmed across the team

Shift 2 | *Substance Quality*

Specificity test

- Every post passes the specificity test — not writable from a template
- No AI vocabulary tells ("unlock," "empower," "drive meaningful impact")
- No engagement bait CTAs or the "it's not X, it's Y" construction
- At least one moment of industry-specific recognition per post

Shift 3 | *Voice Architecture*

Profiles have defined, distinct roles.

- Brand page role defined: authoritative, resource-anchoring, data-backed
- Personal page participants identified
- Posts from all account reflect that person's genuine perspective
- Early engagement protocol briefed to all participating team members

Shift 1 | *Measurement Setup*

Define the business metric

- Primary business metric defined (downloads, form fills, pipeline influenced)
- UTM's in place on all links, differentiated by post, page, and platform
- Post-campaign contribution review is scheduled
- Comment monitoring process is assigned to a team member

