



Lamphills' Shadow-Ban Preventive Measures Checklist

This checklist outlines proactive steps to help you avoid getting shadow banned on social media platforms. Following these guidelines can ensure your content remains visible and engaging to your audience.

- Compliance with Community Guidelines:** Regularly read and stay updated on the platform's community guidelines and terms of service. Avoid posting content that may be considered offensive, controversial, or violating community standards. Be cautious when discussing sensitive or controversial topics; ensure your content is respectful and aligns with platform policies.
- Hashtag Usage:** Research and avoid using hashtags that are flagged or banned by the platform. Always use hashtags that are relevant to your content and target audience. You can also mix popular and niche hashtags to avoid overuse of any single tag.
- Engagement Practices:** Interact with your audience authentically; avoid spammy behavior such as excessive liking, commenting, or following/unfollowing. Secondly, respond to comments on your posts genuinely and timely to foster engagement. As much as you can, refrain from using unauthorized third-party apps or automation tools to increase followers or engagement.
- Content Quality and Frequency:** Focus on creating high-quality, original content that provides value to your audience. Maintain a regular posting schedule without overwhelming your audience. Diversify your content types and topics to keep your feed interesting and engaging.
- Monitoring and Analytics:** Regularly monitor your post engagement metrics to identify any unusual drops or patterns. Secondly, use platform-provided analytics tools or third-party tools to gain insights into your audience's behavior and preferences. Be alert to sudden drops in engagement, reach, or follower growth, which may indicate a potential shadow ban.
- Platform Interactions:** Engage with other users respectfully and avoid controversial or offensive interactions. If posting in groups or communities, adhere to their specific rules and guidelines. Stay clear of engagement pods, as these can be detected as inauthentic activity by platforms.

- Regular Content Review:** Periodically review your past posts for any content that might violate current guidelines. Delete or edit posts that could potentially lead to a shadow ban.
- Reporting Issues:** If you suspect a shadow ban or notice any issues, contact the platform's support team promptly. Provide detailed information about the issue and your account's activities when reaching out to support.