

## Social media checklist for diaspora corridors

Channel selection, language, posting rhythm and inbox handling for diaspora audiences, corridor by corridor rather than as one global account.

| Use this when                                                            | Time to run | Length  | Category  |
|--------------------------------------------------------------------------|-------------|---------|-----------|
| Setting up social for a corridor, or auditing an underperforming account | 2 hours     | 6 pages | Marketing |

Most remittance social accounts are run as one global channel posting in English on a weekly rhythm. Diaspora communities do not behave that way. Channel preference, language and the timing that matters all differ by corridor, and a single account averaged across all of them reaches nobody particularly well.

This audits an existing setup or plans a new one. Work through it per corridor, not per platform.

Advertising and disclosure rules for financial promotions vary by market. Paid social requires the separate verification covered in CL.02.

## 1 · Channel selection per corridor

Choose by where the corridor actually is, not by where your competitors post.

- ☐ Researched which platforms the send-market diaspora actually uses  
This differs sharply by corridor and by generation
- ☐ Checked whether the community organises in groups rather than on feeds  
Many corridors run on group chat rather than public social
- ☐ Confirmed whether the receive market matters for your audience  
Some senders follow content from the destination country
- ☐ Identified the community pages, associations and creators already active
- ☐ Deprioritised platforms where the corridor has no meaningful presence  
Being on every platform badly is worse than being on two properly

| Channel type           | What it is good for                            | What it is not                  |
|------------------------|------------------------------------------------|---------------------------------|
| Public feeds           | Reach, proof, creator content                  | Support, community depth        |
| Groups and communities | Trust, word of mouth, real questions           | Broadcast, campaign messaging   |
| Messaging channels     | Support, transfer status, retention            | Acquisition at cold stage       |
| Short video            | Explaining and demonstrating, first-send proof | Detail, compliance-heavy topics |

## 2 · Language and localisation

- ☐ Content written natively in the corridor's language, not translated
- ☐ Writer or reviewer sends money on that corridor themselves  
This shows in the output within one post
- ☐ Local terminology used correctly  
How the corridor refers to cash pickup, wallets and agents
- ☐ Occasion and festival calendar built per corridor
- ☐ Numerals and currency formatted the way the market reads them

## 3 · Content mix

A remittance account posting only offers gets muted.

| Type                   | Share | Purpose                                             |
|------------------------|-------|-----------------------------------------------------|
| Education              | 30%   | How transfers, fees and verification work           |
| Community and occasion | 25%   | Presence at the moments that matter to the corridor |
| Proof and UGC          | 20%   | Real senders, native language, see CL.04            |
| Product and feature    | 15%   | What the app does, shown not claimed                |
| Offer and rate         | 10%   | Kept low, or the account trains people to ignore it |

Support questions arrive through social constantly in this category. Treat the inbox as a support channel with a real SLA, not as a marketing afterthought.

## 4 • Posting rhythm

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- ☐ Rhythm set to the corridor's pay and send cycle, not to a marketing calendar
- ☐ Occasion calendar built and approved a quarter ahead
- ☐ Rate movement posts triggered by actual movement, not scheduled
- ☐ Volume set at a level the team can sustain with the inbox open
  - Fewer posts with replies beats more posts with silence
- ☐ Publishing and approval workflow documented

## 5 • Inbox and community handling

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- ☐ Response time target agreed and measured
- ☐ Escalation path from social to support documented
- ☐ Held transfer and complaint responses pre-approved by compliance
  - These arrive publicly and the first reply matters
- ☐ Never request account details, ID or transaction references in a public reply
- ☐ Sentiment tracked monthly, not only when something goes wrong
- ☐ Community moderators identified and supported where groups exist

Never ask a sender for personal or account information in a public comment or reply. Move to a private channel first, and say so publicly so others see the correct process.

## 6 • Measurement

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- ☐ Reported on assisted first sends, not on reach or engagement
- ☐ Support contacts arriving through social counted and reported
- ☐ Follower growth measured within the corridor, not globally
- ☐ Creator and community content measured separately from brand content
- ☐ A monthly note on what is not working, written down

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## Want us to run this for you?

A fixed-fee growth audit covers acquisition, KYC completion, retention and tracking across your corridors. Two weeks, a written roadmap, and you keep it whether or not we work together.  
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