TheRedScroll

China social media readiness checklist

45 checks before you spend a yuan. Checked against platform and regulator pages on November 1, 2026. Next review: February 2027.

Legal and entity readiness 9 checks

☐	You know which company holds each account: the parent, a Hong Kong arm, or a mainland entity	Legal
☐	A current registration certificate or business license is scanned in color	Legal
☐	A Hong Kong applicant has both its BR and its CR scanned	Legal
☐	Documents not in Chinese or English carry a translation stamped by a translation company	Legal
☐	Your company's home region is on Xiaohongshu's list of opened regions	Legal
☐	A named contact person has a color scan of both sides of their ID	Legal
☐	That person's phone bill, or a stamped office bill or bank statement, is on file	Finance
☐	A trademark agency set up in China is hired	Legal
☐	You know whether your category needs a regulator's filing first	Legal

Brand and naming 6 checks

☐	A Chinese brand name is chosen and tested with native speakers	Brand
☐	The Latin name and the Chinese name are both filed as trademarks in China	Legal
☐	The filing date is logged, so you know when it passes three months	Legal
☐	For a WeChat name built on your brand, the China registration is in hand, or you accept self-chosen wording	Brand
☐	For Douyin, your foreign mark has a Chinese or Madrid registration certificate	Legal
☐	A logo file with no person in it is ready for every avatar	Brand

Platform accounts and documents 11 checks

☐	WeChat: the plan has one Official Account per overseas company, as a service account	Marketing
☐	WeChat: the application letter and authorization letter are signed on the platform templates	Legal
☐	WeChat: 99 US dollars per attempt is approved, and 7 to 15 working days are in the plan	Finance
☐	Xiaohongshu: someone can apply from a computer, not the phone app	Marketing
☐	Xiaohongshu: 600 yuan per application is approved, and the order can close in 30 days	Finance
☐	Xiaohongshu: the yearly review is in the calendar	Marketing
☐	Xiaohongshu ads: you have asked the platform's sales team for an invitation	Marketing
☐	Douyin: you've chosen between the overseas route and a mainland entity	Legal
☐	Douyin: up to 15 working days before review starts are in the plan	Marketing
☐	Weibo: you have found the overseas agent that will handle verification	Marketing
☐	Every account is in your company's name, with an admin login held by your own staff	Legal

Content and production readiness 8 checks

☐	No copy claims “best”, “highest”, “national-level”, or anything close	Legal
☐	Every figure in a post or an ad has a source you can show	Marketing
☐	Creator posts with a purchase link will carry an “advertisement” label	Marketing
☐	No treatment or medical language for a product that is not medical	Legal
☐	A month of posts is written and approved before launch	Marketing
☐	The WeChat calendar fits four follower pushes a month	Marketing
☐	Photo, music, and font licenses cover use in China	Legal
☐	A named approver signs off posts within an agreed number of working days	Marketing

Measurement setup 5 checks

☐	One lead metric per platform is agreed in writing	Marketing
☐	Today’s baseline is recorded: China web traffic, inquiries, and sales	Marketing
☐	Every account points to a lead form you’ve tested from a mainland phone	Marketing
☐	Your own team has view access to each platform’s data dashboard	Marketing
☐	The report format and dates are agreed, with the raw numbers behind each chart	Marketing

Budget and approvals 6 checks

☐	Verification fees and yearly renewals are budgeted apart from ad spend	Finance
☐	The ad budget is its own line, and you know who pays the platform	Finance
☐	Creator fees include the platform’s service fee	Finance
☐	The board has approved a six-month horizon	Leadership
☐	Head office legal has agreed a review time for Chinese copy	Leadership
☐	The agency’s scope, price, and contract length are in writing	Finance

Sources for every rule are quoted and dated on the full checklist at theredscroll.com/insights/china-social-media-readiness-checklist/
Can’t tick half of these? Start with the trademark filing, then the entity question. To go through your gaps with us, book a call at theredscroll.com/contact/
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