

Social Media Checklist

Daily:

- Check messages, comments and replies...and follow up.
- Manage your reputation. Search for any comments about your brand. Respond.
- Monitor competitor and industry mentions.
- Schedule your updates for the next day.
- Curate new content.
- Engage with brand ambassadors.
- Follow or like fans, followers, etc., back.

Weekly:

- Do a quick review of your stats. Adjust as needed.
- Research keywords specific to your business and industry. Brainstorm how to incorporate them into your social media plan.
- Review and update social ads.

Monthly:

- Perform an audit of your social media accounts and stats. What's working? What's not? Adjust as needed.
- Review social media goals. Are they being met?
- Check-in with your employees. What ideas do they have for social media?
- Plan content calendar for upcoming month.