



Social Media Checklist

Daily

- ☐ Reply to incoming messages
- ☐ Check alerts for brand mentions and respond as needed
- ☐ Monitor for untagged mentions and related keywords and respond as needed
- ☐ Check current trending topics for language to include and avoid
- ☐ Schedule posts according to effective times of day:
 - ☐ 6-10 times daily for Twitter
 - ☐ 1-2 times daily for Facebook
 - ☐ 1-2 times daily for Google+
 - ☐ 1-3 times daily for Instagram
 - ☐ Update Instagram Story
 - ☐ 1 time daily for LinkedIn
- ☐ Review products and services for upcoming posts
- ☐ Work on original content: blogs, videos, podcasts, etc.
- ☐ Monitor competitor platforms for ideas, responses, trends
- ☐ Engage with active followers and fans

Weekly

- ☐ Connect with influencers in the space
- ☐ Check analytics and adjust scheduling and topics as needed
- ☐ Create and monitor weekly goals for engagement, consistency, growth
- ☐ Strategize with colleagues
- ☐ Check analytics for paid ads and adjust as needed

Monthly

- ☐ Check analytics for all platforms and consider needed adjustments to scheduling, topics
- ☐ Research and try a new strategy each month; flag for follow-up analytics
- ☐ Set goals and reminders for the next month

Quarterly

- ☐ Review analytics quarterly and consider needed adjustment to scheduling, topics
- ☐ Consider strategy changes for paid and organic audiences
- ☐ Review new strategies—integrate winning attempts and discard those that didn't get results

Annually

- ☐ Review analytics annually and consider needed adjustment to scheduling, topics
- ☐ Consider strategy changes for paid and organic audiences
- ☐ Consider brand messaging and adjust as needed
- ☐ Research platform development, growth, losses

