social media

checklist

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| daily  |  |  |  |
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| 🞏 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 TikTok |  | 🞏 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🞏 1-3 times daily for Instagram🞏 Update Instagram story🞏 1 time daily for LinkedIn |

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| weekly  |  |  | MONTHLY  |  |
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| 🞏 Connect with influencers in the space 🞏 Check analytics and adjust scheduling and topics as needed🞏 Create and monitor weekly goals for engagement, consistency, growth🞏 Click or tap here to enter text.🞏 Check analytics for paid ads and adjust as needed |  | 🞏 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  |

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| quarterly  |  |  | annually  |  |
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| 🞏 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 |  | 🞏 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 |