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 | |