



# 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

