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