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