

SOCIAL MEDIA CHECKLIST

DAILY

- REPLY TO EVERYONE
- CHECK YOUR MENTIONS
- MONITOR FOR KEYWORDS + HASHTAGS
- CHECK YOUR MENTIONS
- SCHEDULE YOUR UPDATES
- CURATE CONTENT TO SHARE
- ENGAGE + FOLLOW NEW ACCOUNTS

WEEKLY

- CK YOUR STATS + ANALYTICS
- ENGAGE WITH BRANDS
- ENGAGE WITH PARTNERS
- COLLAB WITH LIKE CREATORS
- ONE STRATEGY SESSION
- REVISIT + UPDATE ADS

MONTHLY

- PERFORM SOCIAL MEDIA AUDIT
- REVISIT STRATEGIES THAT WORKED + DIDN'T WORK
- REVISIT GOALS + SET NEW GOALS
- CONTENT CREATION + PLANNING FOR NEW MONTH
- EXPERIMENT SOMETHING NEW + START NEW CAMPAIGNS