



SOCIAL MEDIA CHECKLIST

DAILY CHECKLIST



- Review notifications
- Respond to messages, public and private
- Monitor and interact with mentions
- Comment on 2 other Pages/conversations/articles
- Follow 3-5 new people/businesses



WEEKLY CHECKLIST



- Monitor competition
- Engage with brand influencers or industry leaders
- Review social media metrics for past week
- Scheduling following week's posts
- Unfollow/remove fake fans/followers



MONTHLY CHECKLIST

- Network with a local business group
- Review best performing posts of the month
- Repurpose and work on new content for following month's posts
- Review products and services
- Update cover photo