

CHECK LIST FOR SOCIAL MEDIA MANAGERS

1

DAILY

Respond to messages and engage in conversations

Monitor and respond to brand mentions

Create conversations with brand advocates

Find and engage with potential customers and likes

Research trending social media posts

Load your social editorial calendar

Work on a blog post

Post 3-6 times on Twitter

Post 1-3 times on Facebook, Instagram & Google+

Post 1 time on LinkedIn

Review your products, services, and upcoming promotions

2

WEEKLY

Engage with marketing partners

Discuss tactics with your team

Run your social media analytics

Encourage sharing through employee advocacy

3

MONTHLY

Audit your strategy

Attend local events

Collaborate / Network with local business owner social events

4

QUARTERLY

Adjust quarterly goals

Assess key performance indicators

Gauge team capacity and needs

5

IMMEDIATELY

Check out our resource tab for help to tackle your checklist with a free 10 day trial of our social media and reputation management software.