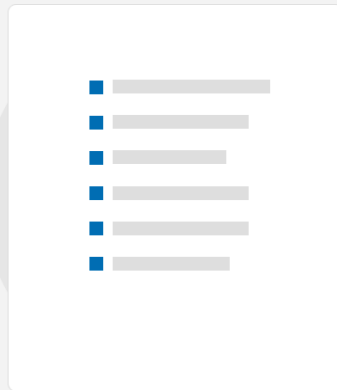


# Social: Daily, Weekly, Monthly

Make sure your posts are of the highest quality, ...



## Daily Social:

- ☐ Accept connection requests
- ☐ Reply to comments/questions on all social platforms
- ☐ Like/comment on other's posts
- ☐ Retweet ~3 useful tweets
- ☐ Research/add followers

## Weekly:

- ☐ Review posts insights on each platform
- ☐ Review competitor/influencer streams; add ideas to editorial calendar
- ☐ Schedule owned posts for each platform
- ☐ Research/schedule industry news and updates
- ☐ Repost/retweet other's content
- ☐ Review brand ambassador's engagement; encourage sharing

## Monthly:

- ☐ Review insights from the past month; identify best performing posts/discontinue poor performing posts

- ☐ Review competitor's best performing posts
- ☐ Add ideas to editorial calendar to cross-link to other content
- ☐ Update cover photos/banners for special events
- ☐ Check for platform changes/updates
- ☐ Evaluate content mix and grade yourself on % promotion vs. educating

### **Quartely:**

- ☐ Compare the past 3 month's metrics
- ☐ Identify what worked/what didn't
- ☐ Evaluate performance overall in comparison to previous quarters
- ☐ Update company page(s)

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