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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