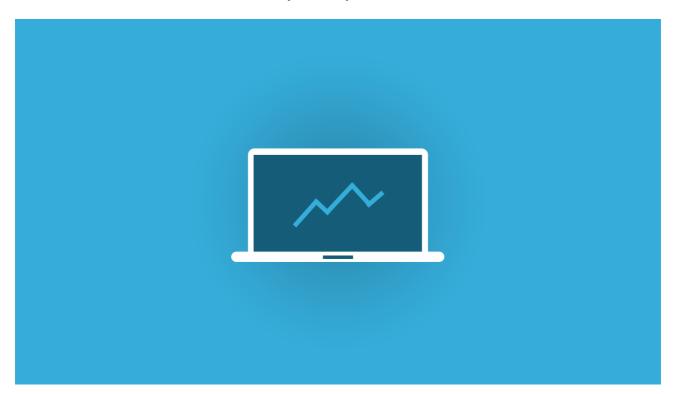
A Checklist For Social Media Managers

A complete list of social media tasks and projects, placed onto a downloadable checklist for daily, weekly, monthly schedules.



DAILY

- Respond to inbound social messages.
- Monitor and respond to brand mentions.
- Create conversations with brand advocates.
- Find and engage with potential customers.
- Research the social media industry.
- Load your social editorial calendar.
- Post 3–6 times on Twitter.
- Post 1–2 times on Facebook.
- Post 1–2 times to Google+.
- Post 1–3 times to Instagram.
- Post 1 time to LinkedIn.
- Study your products and services.
- Monitor the competition.
- Work on a blog post

Engage with thought leaders.
Engage with marketing partners.
Discuss tactics with your team.
Run your social media analytics.
Encourage sharing through employee advocacy.
MONTHLY

Audit your strategy.

Attend local events.

Detox from social media.

Collaborate with other departments.

QUARTERLY

Adjust quarterly goals.

Assess key performance indicators.

Gauge team capacity and needs.

IMMEDIATELY

Check out how Sprout Social can help you more efficiently tackle your checklist with a free 30-day trial of our social media management software. Make and Share Free Checklists

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