

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

WEEKLY

- ☐ 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.

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