

Social Media Managers Check List

Branding Los Angeles is a Los Angeles marketing company providing branding and graphic design services for a wide-ranging spectrum of businesses.



DAILY

- ☐ Post 3 to 6 times to Twitter
- ☐ Post 1 to 2 times to Facebook
- ☐ Post 1 to 2 times on Google+
- ☐ Post 1 to 3 times on Instagram
- ☐ Post 1 time to LinkedIn
- ☐ Respond to direct messages
- ☐ Monitor and respond to mentions
- ☐ Create conversations with brand advocates
- ☐ Find and engage with prospects
- ☐ Load your social editorial calendar
- ☐ Monitor the competition
- ☐ Work on new content and repurposing content

WEEKLY

- ☐ Engage with thought leaders
- ☐ Engage with marketing partners

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- ☐ Discuss tactics with you team
 - ☐ Research the social media industry
 - ☐ Review social media analytics
 - ☐ Encourage sharing through employee and partner advocacy

MONTHLY

- ☐ Attend local meetup and events
- ☐ Review your products and services
- ☐ Plan and collaborate with departments and other businesses.

QUARTERLY

- ☐ Forward planning your content calendar
- ☐ Review execution of your Strategy
- ☐ Update Social Media Strategy

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