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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