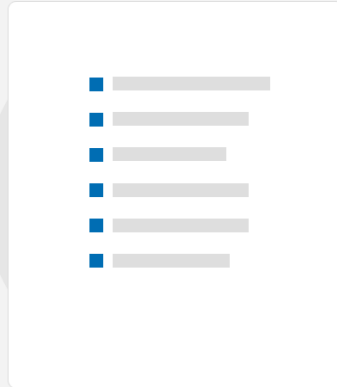


Daily, Weekly, Monthly, Social Media Checklist

This social media checklist is a great resource to make sure you are managing and staying on track with all your social media.



DAILY

- Reply to everyone
- Check your mentions
- Monitor social media for keywords and phrases
- Schedule your updates for the next day
- Check out other social media profiles
- Curate content to share
- Advocacy: Make it easy for your team to share
- Engage with MVPs
- Follow back those who follow you
- Connect with one new person

WEEKLY

- Check your stats
- Engage with influencers
- Engage with partners

- Weekly goals check-in
- Hold a strategy session
- Attend events—chats, hangouts, etc.
- Update your social media ads

MONTHLY

- Perform a social media audit
- Goal-setting
- Come up with new experiments
- Plan ahead for the next month or more

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