# 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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