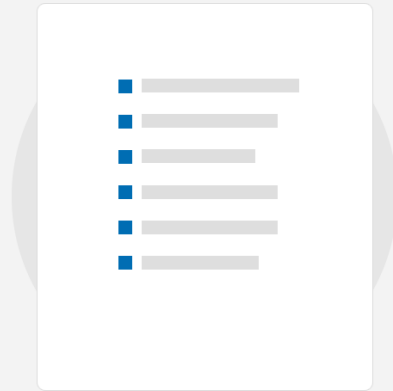


Daily, Weekly, Monthly, Social Media Checklist

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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