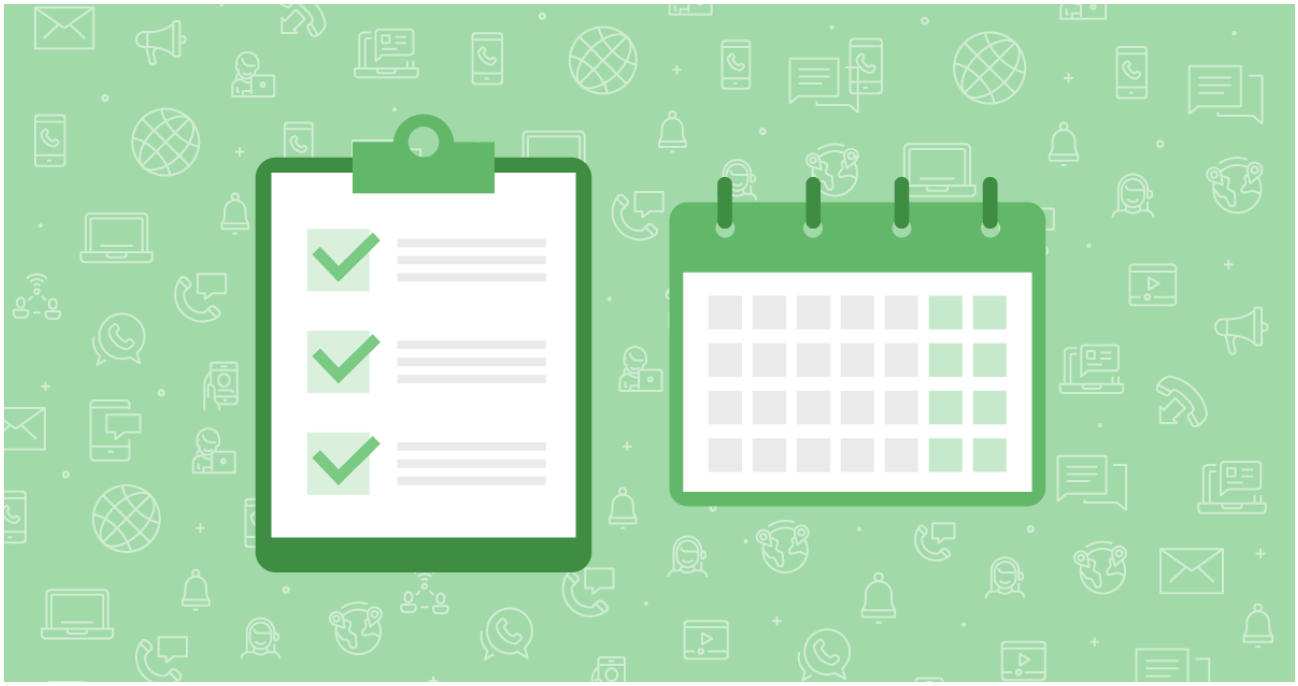
Daily Twitter Tasks for Your Social Media Manager

Share this daily Twitter task list with your social media manager, intern, or assistant so they can help you build your brand on Twitter while following your company procedures and guidelines.



ENGAGE AND RESPOND TO ALL FOLLOWERS

- [ ] Answer/respond to all questions - especially if it's a support Twitter account
- [ ] Give a thanks or comment back any retweets (don't have to do this for every person but/and make sure to have a few different thank you phrases
- [ ] Engage, chat, and compliment followers (especially your VIP's)
- [ ] Join weekly/daily Twitter chats (use something like chatsalad.com or tweetreport.com)
- [ ] Follow back accounts the follow you. (Do a quick check to make sure they are following a decent amount of people or they might unfollow you right away)

TWEET INTERESTING CONTENT OFTEN (three (3) to seven(7) times per day)

- [ ] Set up a twitter campaign (you can do this weekly or monthly) to tweet out content such as quotes from blog, links to blog posts, relevant industry articles, buzzworthy stats, personal and company updates, events, etc (use a tool or even a spreadsheet)
- [ ] Check your twitter campaign to make sure it's tweeting daily or update your spreadsheet weekly
- [ ] Best time to tweet is early to mid-afternoon, during the week
- [ ] Post visual content (add photos, infographics, gifs, memes, videos, etc with your tweets)
- [ ] Add at least two (2) hashtags per tweet
- [ ] Tweet live a few times a day (especially if something newsworthy is happening)

RT INTERESTING TWEETS THAT ARE RELATED TO YOUR BRAND

- [ ] Retweet at least five (5) tweets per day
- [ ] Share with followers why you though to share retweet
- [ ] Follow who you retweeted

FIND NEW FOLLOWERS

- [ ] Look for who your followers are following
- [ ] Look throughout your network
- [ ] Follow competitors
- [ ] Follow interesting and engaging accounts

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