

Weekly Twitter Tasks for Your Social Media Manager

Share this weekly 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.



- ☐ Make sure by the end of the week you have engaged and responded to all followers
- ☐ Run a simple contest or host a live event
- ☐ Find new accounts to follow (look within your network, see who your followers are following, follow engaging and interesting account, look for accounts that tweet often)
- ☐ Create new and engaging tweets to add to your Twitter campaign
- ☐ Create new images, stats, infographics, etc for your campaign tweets
- ☐ Pin your best tweet to the top of your page (change every week or so)
- ☐ Find new daily/weekly Twitter chats to join
- ☐ Look for micro influencers to partner with to help grow your brand or products and create pitches for micro influencers
- ☐ Create pitches for micro influencers
- ☐ If you use Twitter ads, make sure you are monitoring them

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