

Monthly Pinterest Tasks for Your Social Media Manager

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



- ☐ Schedule out content for the next month
- ☐ Review your Pinterest analytics (can you create or update pins that are performing well or not performing well)
- ☐ Review your Goggle analytics and see what blogs are doing well. (Can you create updated pins around that content, add to calendar)
- ☐ Look for trending pins and see if you can create similar content - add to next months tasks
- ☐ Look at other similar content that's generating a lot of clicks. (Can you create similar, even better content, add to your calendar)
- ☐ Review your boards, trending pins, and your audience tabs to see what your followers are interested in
- ☐ Read the Pinterest business blog for new information or trending topics
- ☐ Look for upcoming seasonal content that you can create or reuse and add to your calendar