Monthly Social Media Checklist (for all social media platforms)

Use this monthly social media checklist to make sure you are staying on track and getting the most out of your social media marketing.



TASKS YOU SHOULD BE DOING MONTHLY (these tasks should be completed a few days before month's end)

- [ ] Review your analytics on all your social media accounts and use your notes to help you create your monthly social media audit
- [ ] Track and review your growth across all social media platforms
- [ ] Review and audit your current social media campaigns. Did you meet your monthly goals?
- [ ] Review current keywords, research new keywords, look for trending topics
- [ ] Review and evaluate your social media strategy
- [ ] Research your competitors (did any of their content do especially well, take notes)
- [ ] Create your monthly audit report
- [ ] Research upcoming holidays and events that you can use to help your brand or business
- [ ] Schedule a brainstorming session with your social media team
- [ ] Create your content calendar for the next month
- [ ] Create new ads or update your ads for your social media campaigns
- [ ] Update your social media bios if needed
- [ ] Assign social media tasks for next month

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