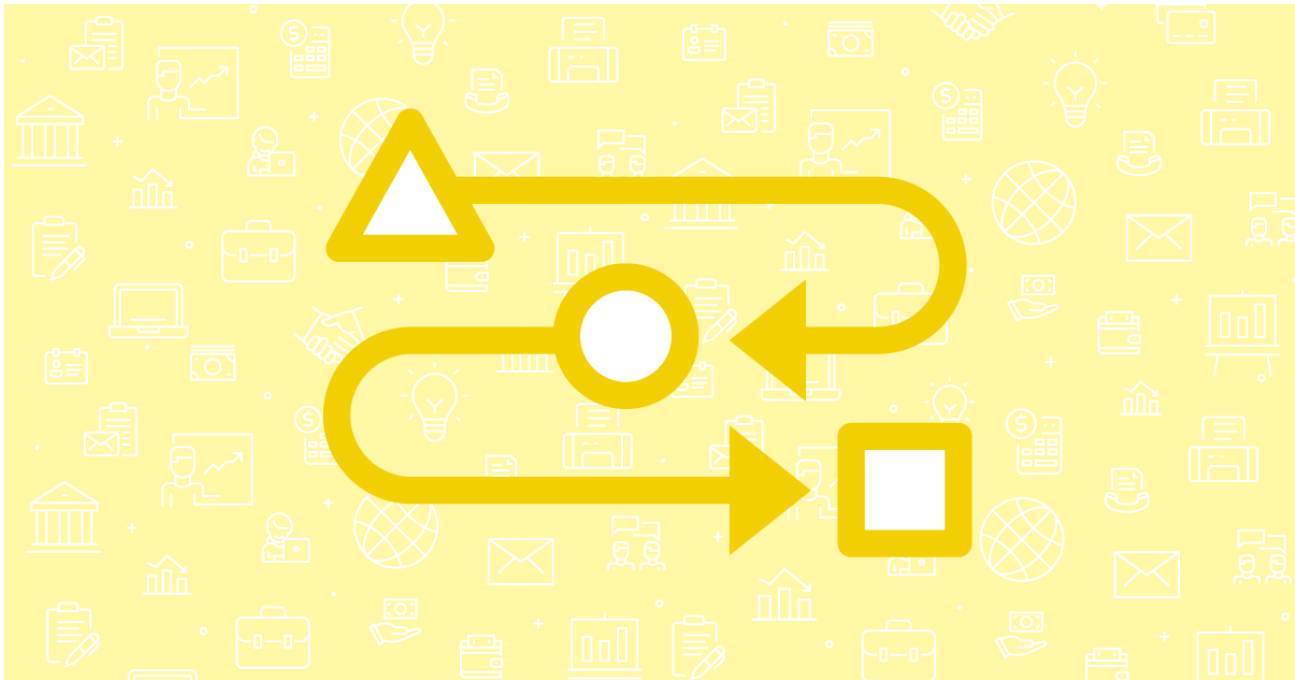


Weekly Facebook Tasks for Your Social Media Manager

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



- ☐ Look at your Facebook page analytics. Take notes that you can use to help you create your monthly social media audit
- ☐ Review your current Facebook ad campaigns, are they performing? Make updates or create new ads if needed
- ☐ Make sure you have responded to questions/comments on your Facebook page
- ☐ Research your competitors (did any of their content do especially well, take notes)
- ☐ Follow a few Facebook pages and engage with them
- ☐ Go live on your Facebook page. It's good to do at least one per week (this should be on your content calendar)
- ☐ Work on this month's content calendar (you should be creating new content almost every day)
- ☐ Thoughtful content is planned out for the following week (posts, photos, content, Facebook/Instagram stories)
- ☐ Schedule and hold a weekly team meeting (make any updates to content calendar, start working on next month's calendar)