

Monthly Facebook Tasks for Your Social Media Manager

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



- ☐ Check your Facebook analytics and do a monthly social media audit on your account
- ☐ Assess: Did you reach your goals for the month?
- ☐ Review and assess your Facebook ad promotions for the month
- ☐ Schedule a brainstorming session with your team to plan for the following month (you might want to do this a week before end of the month)
- ☐ Set new goals for next month
- ☐ Come up with a content calendar for the next month
- ☐ Plan out your sponsored/ad promotion content
- ☐ Research upcoming events or holidays that you can use to help with your business or brand
- ☐ Update your Facebook page if it's outdated (update links too!) (It's fun to update your profile image and cover photo every few months)