

Weekly Influencer Checklist for Your Intern

Share this weekly list with your social media manager, intern, or assistant so they can help you build your brand online.



SOCIAL MEDIA

- ☐ Check and evaluate Instagram and Facebook ad promotions
- ☐ Research hashtags, other profiles, posts, and stories
- ☐ Look at analytics on all social media accounts. Take notes that you can use to help create monthly social media audit

CONTENT CREATION

- ☐ Help with planning content for the following week (posts, photos, content stories)
- ☐ Captions are roughly written out (do they match what you are currently promoting or blogging about?)
- ☐ Content photos, product infographics (for Instagram), and stories are edited and created
- ☐ Attend weekly team brainstorm meeting
- ☐ Research any new social media news/articles/updates

MARKETING

- ☐ Research any new social media news/articles/updates
- ☐ Work on PR pitches for partnerships
- ☐ Work on creating content calendar for next month
- ☐ Assist with PR packages

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