

# 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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