

# Oil and Filter Checklist



## Wednesday 12

- ☐ 4503EXB
- ☐ 9860LSB
- ☐ 8491TSB
- ☐ Engage with other influencers across all social media platforms
- ☐ Make sure you respond to questions across all social media platforms (don't forget your blog articles)
- ☐ Check your mentions on all platforms
- ☐ Respond to DM (direct messages) on all platforms
- ☐ Monitor your keywords, look for trending topics
- ☐ Make sure posts are scheduled on all platforms (including blog posts)
- ☐ Check out other related profiles on all platforms
- ☐ Follow new followers on all platforms
- ☐ Engage and compliment at least one new person on each platform
- ☐ RT relevant tweets and/or join a Twitter chat
- ☐ Create new content to share every day
- ☐ Spend time repining, creating new pins, engaging, and following on Pinterest
- ☐ 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
- ☐ Monitor keywords, research new keywords, look for trending topics

- ☐ Research your competitors (did any of their content do especially well, take notes)
- ☐ Review and audit current social media campaigns. Are monthly goals met?
- ☐ Assist with creating monthly social media audit
- ☐ Research upcoming holidays and events that can be used to help the brand or business

## CONTENT CREATION

- ☐ Help with creating and editing blog posts
- ☐ Help with planning content for the following week (posts, photos, content stories)
- ☐ Update one old blog posts, check for outdated and broken (affiliate) links (Goal should be two to four blog posts a month)
- ☐ Assist with creating pinable images for Pinterest
- ☐ Publish posts to Instagram (Instagram should automatically link to Facebook)
- ☐ Assist with planning out partnership content
- ☐ Assist with creating topics ideas for the following month
- ☐ Assist with creating content calendar for each month

## 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 (send thank you notes)
- ☐ Assist with responding to email
- ☐ Assist with with brand promotions
- ☐ Assist with pitching to potential brand
- ☐ Create and assist with sending out marketing emails and campaigns
- ☐ Attend weekly team brainstorm meeting

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