

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?
- Assit 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- Update one old blog posts, check for outdated and broken (affiliate) links (Goal should be two to four blog posts a month)
- Assit with creating pinable images for Pinterest
- Publish posts to Instagram (Instagram should automatically link to Facebook)
- Assit 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

Make and Share Free Checklists
checkli.com