

Monthly Influencer Checklist for Your Intern

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



- **SOCIAL MEDIA**

- Review analytics on all social media accounts and use your notes to help assist with creating a monthly social media audit
- Track and review growth across all social media platforms
- Review and audit current social media campaigns. Are monthly goals met?
- Research competitors (did any of their content do especially well, take notes)
- Help with creating monthly social media audit
- Research upcoming holidays and events that can be used to help your brand or business

- **CONTENT CREATION**

- Assist with creating topics ideas for following month
- Help with planning out upcoming photo shoot ideas
- Help with planning out partnership content
- Attend monthly team brainstorm meeting

- **MARKETING**

- Research any new social media news/articles/updates
- Work on PR pitches for partnerships for upcoming month
- Assist with creating content calendar for following month
- Assist with PR packages (send thank you notes)

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