

Social Media CHECKLIST

Every Day

- Follow new pages _____
- Keep an eye on mentions _____
- New hashtags _____
- Engage with others _____
- Create Content _____
- Schedule your posts _____
- _____

Every Week

- Weekly check-in _____
- Run a Promotion _____
- Audit your hashtags _____
- Strategy update _____
- Update Ads _____
- Analysis of the week _____
- Content Creation Layout _____

EVERY MONTH

- Goal Results _____
- Set new Goals _____
- New Campaigns _____
- Full Social Audit _____
- Goal Results _____
- _____
- _____

Every Year

- Review the year _____
- Analytics results _____
- Evaluate platforms _____
- Audit Strategy _____
- New Platforms _____
- Highlight of year _____
- _____