

# SOCIAL MEDIA CHECKLIST



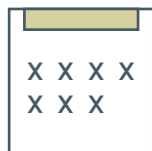
Don't just scroll mindlessly through your posts, use this checklist to focus and grow your brand. A printable sheet of daily, weekly and monthly tasks that will streamline your workflow.

## DAILY



- REPLY TO MESSAGES AND COMMENTS
- CHECK YOUR MENTIONS
- MONITOR AND USE KEYWORDS / HASHTAGS
- SCHEDULE POSTS AND UPDATES
- SAVE AND CURATE CONTENT TO SHARE
- FOLLOW NEW ACCOUNTS
- RESEARCH THE COMPETITION

## WEEKLY



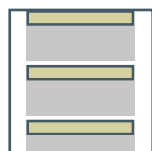
- CHECK YOUR ANALYTICS
- ASSESS YOUR WEEKLY GOALS
- REVISIT AND UPDATE ADS
- ENGAGE WITH PARTNERS
- LOOK FOR AUDIENCE INSIGHTS

## MONTHLY



- AUDIT GOALS AND STRATEGY
- PLAN AND CREATE CONTENT FOR NEXT MONTH
- EXPERIMENT WITH NEW CAMPAIGNS
- DETOX FROM SOCIAL MEDIA

## QUARTERLY



- ADJUST GOALS AND STRATEGY
- ASSESS PERFORMANCE
- ASSESS COMPETITION