

Social Media Checklist

DAILY

Check engage with posts

Monitor brand mentions and respond

Discover more about industry related threads and keywords

Check competitor posts

Monitor industry news and hot topics

Research on trend #'s

Monitor & engage with influencer posts

WEEKLY

Conduct team meeting to ensure all activities are synchronised

Check over posting schedule

Identify your competitors best performing posts

Track and tweak current ad campaign progress

If you operate on weekly schedule create your schedule

Social Media Checklist

MONTHLY

Collate and report on monthly data

Analyse competition social strategies

Compare your reports with competition

Identify the your greatest successes for the month and incorporate these into new strategy

Develop a content and strategy calender for the month

Research new trends

QUARTERLY

Evaluate performance for past quarter based on written goals

Ensure your branding is consistent across all channels

Conduct audience analysis to ensure you are reaching your ideal target market

Set your goals for the coming quarter & research ideas to reach them

Host a team meeting to unify everyone