



Social Media Checklist

Daily

- Reply to everyone
- Check your mentions
- Monitor for keywords
- Schedule your updates
- Check out other profiles
- Curate content to share
- Advocacy
- Engage with MVPs
- Follow back
- Connect with one new person



Social Media Checklist

Weekly

- Check your stats
- Engage with influencers
- Engage with partners
- Weekly goals check-in
- Hold a strategy session
- Attend chats, hangouts, etc.
- Update your social media ads



Social Media Checklist

Monthly

- Perform a social media audit
- Goal-setting
- Come up with new experiments
- Plan ahead for the next month