

Social Media Checklist



Daily

- Check your posting calendar
- Check and reply to post comments
- Check Google Alerts for brand mentions?
- What did your competitors post?
- What is new in your industry?
- What are trending hashtags?
- What did influencers in your field post?



Weekly

- Coordinate who will be posting for the week if you have team members.
- What is your posting schedule for the week?
- Will you have opportunities to post "live" feeds?
- What did your competitors post?
- Track your current or ongoing ad campaigns.



Monthly

- Collect / track your monthly statistics for sales / goals.
- What did you notice about your competitors strategies?
- Compare you likes, comments and shares to similar competitors posts.
- Identify your successes for the month.
- What events or news are coming up for the next month(s)?



Quarterly

- How did your Key Performance Indicators do over the quarter?
- Is your brand image still consistent on all of your platforms?
- Did you target the right audience?
- Set your goals and KPI for the following quarter.



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