## A Daily Social Media Checklist

1. Finish any outstanding tasks from the day before.
2. Check that posts publishing today ready to go.
   1. Are correct accounts tagged?
   2. Do links work?
   3. Are posts spelling and grammar error free?
3. Review meetings on your agenda for today.
   1. Finish research prep work and notes.
4. Check the status of upcoming graphics and videos.
5. Review any images or videos that need to be approved for your social channels.
6. Respond to inbound messages or mentions (if necessary).
7. Edit upcoming content for each social media channel.
8. Approve any content that is ready for publish.
9. Engage with thought leaders.
10. Reshare content from partners/influencers.
11. Update social media calendar.
12. Engage with potential customers.
13. Read industry news.
14. Curate content for social media channels.

## Notes: