## General Management Social Media Checklist

1. Review the workload of your team.
2. Monitor upcoming campaigns.
3. Check incoming social messages:
   1. Spot potential crises.
   2. Help manage customer engagement
   3. Look for reviews or quotes you can repromote (especially if it’s a nice review).
4. Prepare for upcoming strategic meetings.
5. Prepare reports for upper management or clients.
6. Monitor competitor’s channels.

## Notes: