

A Daily Social Media Checklist

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

Notes:



Quarterly Social Media Analysis Checklist

- Decide your time period for analysis.
- Create report template.
- Gather data.
- Analyze data.
 - Note trends.
 - Observe if the team is meeting their goals.
- Prepare report.
- Send to client/upper management.
- Decide if strategy adjustment is needed based on the analysis.

Notes:



Social Media Audit Checklist

- Review and secure all your social media profiles
- Analyze the performance of each of your social media profiles
- Review your publishing schedule
- Run an audience analysis
- Complete a content analysis
- Run a SWOT analysis
- Add or delete social channels from your profile
- Review goals from the previous year

Notes:



Social Media Campaign Checklist

- Brainstorm a theme with your team.
- Outline dates for the campaign.
- Determine which channels will be used.
- Determine audience
- Set ad budget (if necessary).
- Outline image and video needs.
- Assign deadlines to team members for projects.
- Choose hashtags.
- Write post copy.
- Shoot/design visual content.
- Edit content.
- Approve graphics or videos.
- Check links.
- Upload messages into publishing tool.
- Schedule campaign.
- Measure results.

Notes:



General Management Social Media Checklist

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

Notes:



A Social Media Manager's Daily Schedule

- 5:30 am - Start the day.
- 6:45 am - Get ready for work.
- 8:00 am - 8:30 am - Arrive at work.
- 9:00 am to 12:00 pm - Social media check in, meetings with team and vendors.
- 12:00 pm - Lunch
- 1:00 pm - Gather analytical data.
- 2:00 pm - Respond to team emails and questions.
- 2:30 pm - Respond to customer mentions and questions.
- 3:30 pm - Curate content.
- 4:00 pm - Check that posts for the next day are ready to go.
- 4:30 pm - Review upcoming content.
- 5:00 pm - Prepare for upcoming meetings.
- 6:00 pm - Head home.

Notes:



Social Media Strategy Checklist

- Review last year's strategy.
- Research new trends and ideas.
- Review target audience.
- Review business objectives.
- Set goals.
- Establish metrics and KPIs.
- Determine tactics.
- Map out seasonal campaigns on social media calendar.
- Establish reporting schedule.

Notes:



Social Media Crisis Communication Checklist

- Pause all social media campaigns immediately.
- Check in with upper management to determine next steps.
- Determine what kind of messaging should be used.
- Respond individually to people on social.
- Issue apology from the company.
- Edit campaigns for content that may inflate crisis again.
- Once crisis has passed resume campaigns.

Notes:

