HOW TO IMPROVE
Your Social Media Management
In Just 30 Days

30 Day Social Media Management Challenge

A fun challenge created for you by your friends here at CoSchedule

While you read, be sure to click through to some of the helpful links.

It helps to track your social media stats and blogging analytics. At the beginning of the month write down your numbers and then again at the start of the next month. You'll see where you've grown and where you need to improve.

Social media management takes time, so don't feel bad if you don't see results right away. You can think about marketing and social media management like making new friends. It takes time to get to know a person.

Last Month's Blog Views: _____

Twitter Follows: _____

Instagram Follows: _____

Facebook Likes: _____

Pinterest Follows: _____

Day 1. What is your vision? Sit down to figure out what you want to accomplish with social media in the next 30 days.

Day 2. Schedule your month's blog posts. How many times do you want to publish a week? Try CoSchedule's 14-Day Free Trial.

Day 3. Schedule a day each week to design graphics for your website and social media.

Day 4. Sign up for Google Analytics, if you haven't already. You'll be able to see your daily page views by clicking (Audience) and then on (Overview). Click to read more on understanding data.

Day 5. Take time to plan when you'll write blog posts and on which days you'll post to different social platforms. Don't overwhelm yourself by doing it all in one day.

CoSchedule

Day 6. Don't join all the social media platforms right away. Join one or two and test them to see how your audience & you like that platform. Some social platforms work better for some people, while others work better for others. Pick 2 to play with.

Day 7. Curate content and share it in a blog post.

Day 8. Search hashtags that have to do with topics your audience is interested in. Also create an Evernote file with hashtags you'll want to remember.

Day 9. Aim to leave heartfelt comments on at least 5 people's pages. (This could be on people's social pages or on blogs. This will help you form relationships with new people. Social media management is all about relationships.)

Day 10. Do a search on your competitor. Also on others in your niche. What are they doing well? What could they improve upon? How can you learn from them?

Day 11. Go to your competitor's website and read what people are writing in their comments. What are their pain points? What could you do to solve their problem? This is a great way to find blog ideas.

Day 12. Remember to plan your social media posting for the week. Did you know CoSchedule allows you to schedule your social messages as well as blog posts?

Day 13. Create an opt in gift for people who sign up for your newsletter.

Day 14. Find your top posts and schedule those out on social media. You can find this in Google Analytics by clicking on (Behavior) and then (Site Content) and then on (All Pages). If you already have CoSchedule, it will be really easy to find your top posts inside the app.

Day 15. Research paid advertisement. It works for some people, but not for others.

Day 16. When writing your blog headlines this month, use our Headline Analyzer. It really helps you find the best headline.

Day 17. Guest post. Go to blogs who you look up to and check out their writer's guidelines. Many have them. Follow the guidelines and read their blog. Get a feel for their style. Guest posting will help drive organic growth for your site.

Day 18. Break up your social media tasks throughout the week. You'll have more time if you do this.

Day 19. Host a photo walk. Encourage your followers to go on a walk someplace in their town or where they live and document it in photos. Think outside of the box.

Day 20. Share Twitter messages with images. Tweets with images always do better. Play around with using Giphs in your Tweets as well. Remember to use hashtags.

Day 21. Share "behind the scenes" images from your life, business, and blog. Show sneak peaks of your products and new projects. People love seeing into your life and feel better when they feel like they know and trust you. If you are a company be sure to introduce your employees with pictures and/or videos.

Day 22. Create a secret board on Pinterest for inspiration. Keep in mind what kind of projects, products, and or blog posts do you want to have on your site? Use these pins for inspiration.

Day 23. Host a contest of some sort on one of your social platforms. (Click here for more on contests and other social media tactics.)

Day 24. In your email newsletters encourage your subscribers to do one thing in the email. Don't overwhelm them with things to do. Make a clear call to action.

Day 25. Set up a [Twitter Chat](#). Create a hashtag for it, that isn't too long.

Day 26. Find out the [best times for you to post](#) and share on different social platforms.

Day 27. Share different things across your social platforms. Don't just share the same thing. Let there be a special reason why people will want to follow you on your different social platforms. Give something away that you aren't giving on other platforms.

Day 28. Send out a questionnaire to your email subscribers. Ask questions to get to know more about them. This will also help you mine great blog post and product ideas.

Day 29. Create an A/B Split Test for your posts.

Day 30. Create and share an [infographic or a meme](#).

Last Month's Blog Views: _____

Twitter Follows: _____

Instagram Follows: _____

Facebook Likes: _____

Pinterest Follows: _____

When you're ready to plan your awesome blog posts and rock your social media management give CoSchedule a try! Get your 14-day free trial today!

HEAR THE RAVES

"I use CoSchedule to promote every new blog post and to re-promote my most popular posts on a regular basis. It is a one-stop solution, since I can post to every social media channel from within WordPress. It is simple, elegant, and an indispensable part of my toolbox.

—*Michael Hyatt, New York Times Bestselling Author of Platform: Get Noticed in a Noisy World*

"I need to keep our editorial calendar sharp, coordinate our guest contributors, and make sure we are amplifying our blog posts with social media. For me, CoSchedule does all that perfectly. It's like magic for my blog!"

—*Jay Baer, Convince & Convert Bestselling Author of YouTility: Why Smart Marketing Is About Help Not Hype*

CoSchedule

The social media editorial calendar for WordPress

| WordPress Blog | Schedule | Settings |

SUN	MON	TUES	WED	THURS	FRI	SAT
	8a 5 Tips For Writing Better Blog Headlines — Marketing	8a 5 Tips For Writi	4p Schedule Your Blog Like a Content Pro — Content Planning	8a Schedule Your		
	8a 5 Tips For Writi					
	9p Don't Miss: 5 Ti					
	8a Planning Your New Editorial Calendar	10a Grow Your Audeience & Traffic Now	9p Schedule Your	8a Grow Your Aud		9p Grow Your Aud