



YOUR SOCIAL MEDIA CHECKLIST

Effective, Time Saving, Consistent Social Media Presence

What you need to do daily, weekly + monthly
to save time and effectively manage your social media strategy



DAILY | Just 3 Things to Do

- 1 - Respond to any questions, concerns or comments you receive across all your Social Media Platforms (Facebook, Instagram, Pinterest, etc.).
- 2 - Comment on 5-10 Instagram images of accounts you follow with thoughtful + engaging comments that show you care.
- 3 - Interact with people in your Facebook groups for 10-20 minutes per day. Try to engage with group members by answering questions and being helpful. Your answers will provide value and will also show your expertise.

WEEKLY | Just 3 Things to Do

- 1 - **Instagram:** Prepare your content for the following week by editing images, write copy or descriptions + create your hashtag list. Save it all on your phone and make sure to schedule it.
- 2 - **Facebook:** Prepare your content by creating your own content and also searching other relevant content that will be interesting to your audience. Make sure to schedule the posts.
- 3 - **Pinterest:** chose and organize your new Pins. If you can, use a schedule tool such as [Tailwind](#), which will help you schedule pins and also receive valuable analytics.

You can also: Host a Facebook live broadcast. Simply make sure you let your audience know ahead of time. You can Email your list and/or share on Facebook, and send reminders as well, to help with a larger attendance. Try to make it short and sweet.

MONTHLY | Just 5 Things to do

- 1 - Analytics: Track your follower numbers, page likes + your most successful posts and revise your strategy if needed. Also check your Google Analytics and adapt your social media efforts accordingly.
- 2 - Update: make sure your social media profiles are up-to-date.
- 3 - Update your content calendar for the following month in accordance with your analytics.
- 4 - Visual Content: Spend time looking for new visual content to use for videos, quotes etc. Make sure it stays within your branding. Images tell a story and it needs to be consistent with your brand story, products and/or services.

You can also: Partner with someone for webinars, summits or challenges.
