



the ultimate **SOCIAL MEDIA MANAGERS'** **DAILY, WEEKLY & MONTHLY** *checklists*

SOCIAL MEDIA MANAGER MONTHLY CHECKLIST

At the beginning of the month:

- ☐ Review the posting plan and make any changes based on last month's report.
- ☐ Head to nationaldaycalendar.com and add the days that are relevant to your business to your posting plan
- ☐ Make a plan for any paid ads or anything you'd like to give extra focus to.

At the end of the month:

- ☐ Open up the Insights of each of your social media platforms. Record the key data in a bar graph (add to this bar graph monthly)
- ☐ Create a report and deliver it to your supervisor. Report should include key data in bar graph form, a summary of what went well, as well as suggestions for improvement going forward. Screenshots of successful content examples are helpful, too.

SOCIAL MEDIA MANAGER WEEKLY CHECKLIST

- ☐ Time block 2-3 hours to create and schedule content for the week, per platform
- ☐ Check Insights on each platform. Make notes on what type of content is performing well and what is not. Do more of what is successful!
- ☐ Review the posting plan and take photos/videos so that you have the images/videos ready for content creation day!
- ☐ Check in on any paid ads that are running. Make adjustments as necessary.
- ☐ Review hashtag strategy and make adjustments as necessary. (Instagram-specific)
- ☐ Monitor competitor platforms for ideas, responses, trends

SOCIAL MEDIA MANAGER DAILY CHECKLIST

- ☐ 8am (or at start of workday): check comments on posts and direct messages and respond/reply
- ☐ 12pm (or at a time that is convenient): do some intentional scrolling on each platform (20-30 minutes on each platform), interact as the business, post/comment in Facebook groups, comment on others' posts, etc. Be social on social media!
- ☐ 5pm (or at end of workday): check comments on posts and direct messages and respond/reply
- ☐ If STORIES are part of your social media strategy, create and post your stories, daily.
- ☐ Check alerts for brand mentions and respond as needed



Use a scheduling program like Later.com or Facebook Creator Studio to pre-schedule your posts.



Notice when you're at your most creative and productive and create your content then!



Gather photos of your workplace regularly. Authentic photos do well on social!