

Weekly Social Media Checklist (for all social media platforms)

Use this weekly social media checklist to make sure you are staying on track and getting the most out of your social media marketing.

TASKS YOU SHOULD BE DOING WEEKLY

- Look at your analytics on all your social media accounts. Take notes that you can use to help you create your monthly social media audit
- Review your current social media campaigns, are they performing? Make updates or create new ads if needed
- Make sure you have responded to questions/comments across all social media platforms (don't forget your blog articles)
- Monitor your keywords, research new keywords, look for trending topics
- Research your competitors (did any of their content do especially well, take notes)
- Follow a few new accounts and engage with them
- Work on this month's content calendar (you should be creating new content almost every day)
- Go live on either Facebook or Instagram. It's good to do at least one per week (this should be on your content calendar)
- Join a Twitter chat (at least a few times per week)
- Respond to emails, work on partnerships
- Schedule and hold a weekly team meeting (make any updates to content calendar, start working on next month's calendar)
- Research any new social media news/articles/updates