

Daily Facebook Tasks for Your Social Media Manager

Share this daily Facebook task list with your social media manger, intern, or assistant so they can help you build your brand on Facebook while following your company procedures and guidelines.

ENGAGE AND RESPOND TO ALL FOLLOWERS

- Answer/respond to all comments and/or questions
- Engage, chat, and compliment followers (especially your VIP's)
- Respond to all messages (or as many as you can)
- Comment on at least two (2) to five (5) other Facebook pages
- Comment on at least three (3) to seven (7) trending Facebook posts
- Like two (2) new related pages
- Post to Facebook stories (you can post your Instagram stories to Facebook)

POST INTERESTING CONTENT OFTEN

- The current best times to post/schedule (old) content on Facebook are Thursday and Friday (afternoons), Wednesday (all day or around 8pm)
- Post relevant/new content/news as it fits your brand
- When posting use a "call to action" to help increase engagement (for example, pose a question)
- Share your Instagram posts to our Facebook page
- Include relevant hastags
- Don't forget to tag relevant people/businesses in your post
- Post photos (have fun with your audience)
- Share and post other relevant Facebook page's exciting content or news