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| |  |  | | --- | --- | | **DAILY** | | |  | Reply to incoming messages | |  | Check alerts for brand mentions and respond as needed | |  | Monitor for untagged mentions and related keywords and respond as needed | |  | Check current trending topics for language to include and avoid | |  | Schedule posts according to effective times of day: | |  | 6-10 times daily for Twitter | |  | Review products and services for upcoming posts | |  | Monitor competitor platforms for ideas, responses, trends | |  | Engage with active followers and fans | |  | Update Instagram story | | |  |  | | --- | --- | | **WEEKLY** | | |  | Connect with influencers in the space | |  | Check analytics and adjust scheduling and topics as needed | |  | Create and monitor weekly goals for engagement, consistency, growth | |  | Click or tap here to enter text. | |  | Check analytics for paid ads and adjust as needed | | |  |  | | --- | --- | | **ANNUALY** | | |  | Review analytics annually and consider needed adjustment to scheduling, topics | |  | Consider strategy changes for paid and organic audiences | |  | Consider brand messaging and adjust as needed | |  | Research platform development, growth, losses | |  |  | |
|  | |
| |  |  | | --- | --- | | **MONTHLY** | | |  | Check analytics for all platforms and consider needed adjustments to scheduling, topics | |  | Research and try a new strategy each month; flag for follow-up analytics | |  | Set goals and reminders for the next month | |  |  | | |  |  | | --- | --- | | **QUARTLY** | | |  | Review analytics quarterly and consider needed adjustment to scheduling, topics | |  | Consider strategy changes for paid | |  | Review new strategies—integrate winning attempts | |  |  | |