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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 |

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| **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 |

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| **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 |
|[ ]   |

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| **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 |
|[ ]   |

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| **QUARTLY**  |
|[ ]  Review analytics quarterly and consider needed adjustment to scheduling, topics |
|[ ]  Consider strategy changes for paid |
|[ ]  Review new strategies—integrate winning attempts  |
|[ ]   |

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