

## DAILY

- Post quality content
- Reply to comments & messages
- Engage with others posts
- Tag people who will comment

## WEEKLY

- Connect & follow back
- Check your posts stats and boost
- Tailor your social search & engage
- Bookmark good content
- Analyse your results
- Collect content when it happens!



ALEX

## MONTHLY

- Hashtag audit
- Define your audience persona/s
- Research your competitors
- Optimise your profile; branding, keywords, reviews & info
- Write a blog/article & share
- Create a content plan & schedule
- Analyse your results & adapt
- Goals check-in

## QUARTERLY

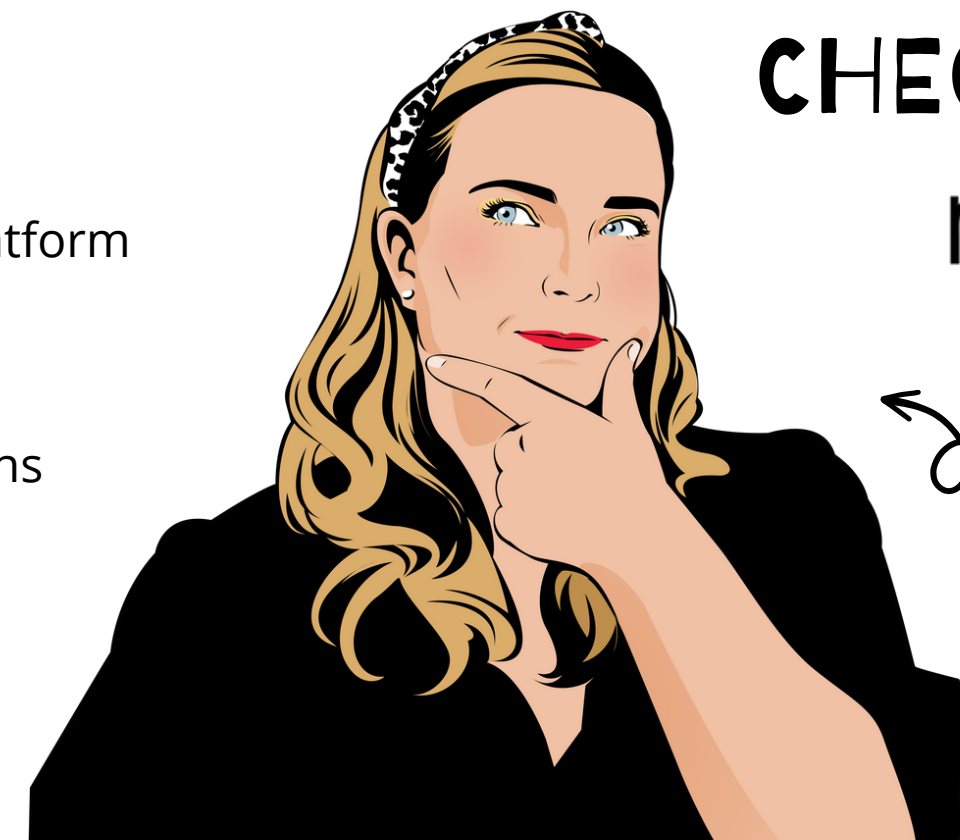
- Choose your platform/s
- Review KPIs for each platform
- Plan budgets
- Create paid ad campaigns
- Goals check-in

## ANNUALLY

- Set your smart goals
- Set manageable KPIs
- Invest in CANVA Pro
- Create a skeleton plan of relevant events, launches & industry-focused dates
- Highlight cultural events that your business wants to honour
- Highlight Social Media Days that are RELEVANT to your business

# SOCIAL MEDIA CHECKLIST

real **5**  
DIGITAL



GINA