

Social Media Checklist



FACEBOOK

- Reply to comments and direct messages
- Like, comment and share other people's posts
- Post an original piece of content or share from another source
- Interact with others within Facebook Groups

INSTAGRAM

- Reply to comments and direct messages
- Search related hashtags then like and comment on 10 other posts
- Share at least one post to your feed
- Post 3-5x to your story

LINKEDIN

- Reply to comments and direct messages
- Make a new connection with another professional
- Post an original piece of content or share from another source
- Like and comment on at least five other's posts

TWITTER

- Check your notifications tab and DM inbox
- Check the search tab for trending topics and news
- Tweet a minimum of 2-3x each day
- Search related hashtags then like or retweet other's tweets

OTHER TASKS

- Review insights each month to see what is working and what is not and be ready to make adjustments to your strategy
- Double-check your profiles to make sure information and branding is up to date
- Listen to podcasts, read blogs and keep in-tune with the latest trends in the social media industry
- Always, always, always bring value and kindness to your followers!