

SOCIAL MEDIA CHECK LIST



DAILY

- Be aware of any news headlines impacting your brand
- Check social media engagement from day prior:
 - Refer any issues to customer support or relevant team
 - Engage – like, comment, retweet or share appropriate posts that mention the company
- Double check the next day's pre-scheduled posts (links, typos and relevance – is your post still relevant in light of things like latest weather, news, company matters or trending issues)
- Review the performance of any paid social or digital media activity and make adjustments to text, copy, targeting where necessary
- Spend 10 minutes being social: 'like', comment or share posts on behalf of your company

WEEKLY

- Schedule content for the week ahead (arrange approvals if necessary)
 - Check image is suitable and accurate
 - Check for typos (including website links!)
- Check company hashtags and mentions – a 'listen' project with a social media platform such as Falcon.io can be useful for this
 - Refer issues to management as necessary
 - Schedule/share positive press mentions or articles relevant to your industry or topic
- Check competitor hashtags and mentions for benchmarking, trends and opportunity
- For high impact paid social campaigns prepare a weekly report analysing results and opportunity for improvement
- Spend 30 minutes reading articles relevant to social and digital media or doing training (Google and Facebook both have great online learning programs) – to keep you on top of your game!

MONTHLY

- Review your best and worst performing posts, use this to inform your content strategy moving forward
- Prepare a monthly social media and website analytics report, benchmarking statistics that matter to your organisation, for example:
 - Brand awareness** – reach and impressions, growth in page followers and engagement month-on-month
 - Website traffic** – Google Analytics traffic source data, sessions, social traffic bounce rate, social media post clicks/engagement
 - Customer service** – Response time targets, topics, complaints v positive feedback, recommendations (replaced Facebook 'reviews')
- Prepare next month's paid advertising campaigns

6-MONTHLY

- Review your social and digital media and content strategies and update based on platform changes, objectives etc
- Review your website SEO performance (a tool like SEMrush can be useful for this)
 - SEMrush is also useful for competitor analysis
- Update your image or video library and any other collateral on your content 'wish list'