



SOCIAL MEDIA PERFORMANCE CHECKLIST



QUARTERLY

- Set Goals
- Audience Analytics Report
- Review Algorithms
- Update Hashtag Set
- Competitor Analysis
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MONTHLY

- Analytics Report
- Update Strategy
- Set Goals for the Month
- Create Content Calendar
- Curate Evergreen Content
- Check-In
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WEEKLY

- Analytics
- Follow/Unfollow
- Curate Content
- Batch Content
- Promote Other Content
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DAILY

- Engage on all Platforms
- Stay Up To Date on SM News
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MISCELLANEOUS TASKS

- Create a Community Online (Like a Facebook Group) & Engage Regularly
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NOTES

- Content Calendar
 - Keep goals and past analytics in mind when planning
 - Be sure to include a mix of content types
 - Schedule days for you to go live or post a video to IGTV
 - Schedule days to batch content/engage/etc.
 - Don't forget to add new posts to your story
- Goal Setting
 - Determine what goals you want to set by looking at your analytics
 - Certain post types help certain stats - this can help w/ content planning
 - Don't set and forget! Check in with yourself each week
- Evergreen Content
 - Before anything else, set aside some time to fix up your old posts
 - Create an ongoing list of old content that's ready to be shared again
 - Sprinkle in a few old posts in your content calendar each month
- Follow/Unfollow
 - First thing's first: get rid of anyone that doesn't bring value to you
 - Schedule in some time each week to follow a few new accounts
 - Engage with the people you follow!
- Curate Content
 - Spend some time each week gathering content for posting. Things like:
 - news articles
 - re-shares
 - evergreen content
 - ideas or inspiration
 - or other content types you regularly post
- Jack Of All Trades
 - You do it all- blogs, newsletters, videos, and more!
 - Don't forget to promote all your awesome work on social media
 - Just don't overdo it!
- "Batching" means creating a bunch of posts at once
 - Set aside one day each week to create + schedule content
 - Don't rely solely on scheduled posts... be sure to post live occasionally
- Always plan ahead!