### Social Media Performance Checklist

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

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

#### Weekly
- Analytics
- Follow/Unfollow
- Curate Content
- Batch Content
- Promote Other Content

#### Daily
- Engage on all Platforms
- Stay Up To Date on SM News

#### Miscellaneous Tasks
- Create a Community Online (Like a Facebook Group) & Engage Regularly
- 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!