



Social Media Weekly Checklist

FACEBOOK PAGE CHECKLIST			Mon	Tues	Wed	Thurs	Fri	Sat	Sun
<input type="checkbox"/>	Schedule post								
<input type="checkbox"/>	o Ask for Comments and Likes								
<input type="checkbox"/>	Share related content								
<input type="checkbox"/>	'Like' Topics about the Industry								
<input type="checkbox"/>	Notes/Remarks:								
PINTEREST CHECKLIST			Mon	Tues	Wed	Thurs	Fri	Sat	Sun
<input type="checkbox"/>	Post Images and Examples of Company Work								
<input type="checkbox"/>	Follow __ pins board weekly								
<input type="checkbox"/>	Add __ pins board weekly								
<input type="checkbox"/>	Notes/Remarks:								
TWITTER CHECKLIST			Mon	Tues	Wed	Thurs	Fri	Sat	Sun
<input type="checkbox"/>	Send new __ tweets daily								
<input type="checkbox"/>	Post __ Retweets								
<input type="checkbox"/>	o Use hashtags (#) in tweets								
<input type="checkbox"/>	Notes/Remarks:								
GOOGLE + CHECKLIST			Mon	Tues	Wed	Thurs	Fri	Sat	Sun
<input type="checkbox"/>	Add __ new people to circles								
<input type="checkbox"/>	Host a Google + Hangout Session								
<input type="checkbox"/>	Share content on the profile and company page								
<input type="checkbox"/>	Notes/Remarks:								
BLOGGING CHECKLIST			Mon	Tues	Wed	Thurs	Fri	Sat	Sun
<input type="checkbox"/>	Write new blog posts (weekly/daily/monthly)								
<input type="checkbox"/>	Share blog post links with social networks								
<input type="checkbox"/>	Use keywords in the titles and content of posts								
<input type="checkbox"/>	Notes/Remarks:								

Bonus Tips for an effective social media management program:

- Dedicate and schedule time to maintain each outlet. Scheduling the time will help ensure you remain consistent.
- Schedule time to analyze your results. I recommend at the very least Weekly, but this will depend on your own business.
- Analyze the best time to post per outlet. When is your target audience online? THAT is the peak time for the posts to be published.
- Ensure your outlet (Facebook, Google +, YouTube, Instagram, LinkedIn) is relevant to your business. Use Targeting where possible.
- Automate your posts by scheduling some in advance. For example, On Monday schedule all posts for the following week based on your content schedule. Ensure you screen for replies, comments, and mentions. Social Media Engagement is VERY important.
- Control access to the social media account. Ensure you trust and can depend on mature administrators to post on your behalf. Posts should be speaking in your Brand's "voice."
- Know who has access to your social media accounts to avoid missteps.
- Using the One-Page Social Media Checklist and keeping these tips handy will help you run a successful social media campaign.