

# SOCIAL MEDIA STRATEGY CHECKLIST

Social media strategy isn't for the faint hearted. So we created this guide to help you find your way! Use this checklist on a daily basis to ensure that you are doing the most for your business. It should be more than enough to get you started!

## Getting Started:

- Document your goals, values, and purpose (and any other thoughts you think should be present to help you on your journey). Be sure to break down your goals as much as possible. Keep this with you, or even in the same document as your content calendar.

## Monthly Tasks:

- Create a rough outline of the content you will post this month. Content should go hand in hand with the goals you have set.
- Set new goals or tweak your old ones

## Weekly Tasks:

- Record stats from the past 7 days
- Strategize + tweak upcoming content based on stats
- Work on next week's content
- Go back and revise scheduled content one more time!

## Daily Tasks:

- Reply to mentions, direct messages, and comments
- Follow other accounts
- Engage with other accounts

## *Don't Forget!*

- You should regularly adjust the days, times, and frequency of your posts.
- It can help to mark off posts on a calendar as they are scheduled so that you know what has been completed and what still needs work.
- No post is perfect the first time around. Working on content in advance gives you time to go back and revise your posts, so make good use of that extra time.
- Brand cohesiveness is extremely important! Be sure all your platforms reflect your brand perfectly!



**MONTH:**


**GOALS:**

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

TO DO	EVENTS

**NOTES:**