

# Social Media Checklist

## Daily

- Reply to comments
- Check your brand's mentions
- Review Influencer and Ambassador activity
- Schedule posts
- Check your Social Cloud for trending topics

## Weekly

- Update your posting schedule
- Identify top performing posts
- Finalise creative assets
- Identify upcoming holidays for your content calendar
- Monitor ad campaigns

## Monthly

- Create a content calendar
- Report on the month's social media performance
- Identify content to boost
- Report on Influencer and Ambassador activity

## Quarterly

- Reviewing your strategy according to your KPIs
- Audit your pages and update profile pictures and information
- Complete a competitor analysis
- Review keywords on your tracking tool