

# SOCIAL MEDIA CHECKLIST



## SHARE ONE POST

Make sure to share at least one post. Show followers that you're active and engaging!

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## REPLY TO EVERYONE IN THE COMMENTS

Replying to comments shows that you're interacting with followers and will bring more attention to your account.

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## ENGAGE WITH EVERYONE ENGAGING WITH YOU

Show interest in your followers! Share, like and comment on posts.

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## ENGAGE WITH 10 NEW PEOPLE IN YOUR NICHE

Engaging with people in your niche can give you inspiration on what to post!

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## POST THREE STORIES

Posting stories regularly shows account activity and gets your profile in front of more potential followers!

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# SOCIAL MEDIA CHECKLIST



## SET YOUR WEEKLY GOALS

Set new goals every week to build and improve your social media

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## GO THROUGH YOUR WEEKLY ANALYTICS

Make sure you check your analytics weekly, this helps you find your strengths and weaknesses.

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## REPLY TO ANY COMMENTS YOU MISSED DURING THE WEEK

Go through your posts and double check for any comments you have missed. Interaction is key!

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## CHECK YOUR FOLLOWING WEEKLY

Keep track of your following, this makes it clear to see when you gain (or lose) followers.

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## ENGAGE WITH BRANDS, PARTNERS AND INFLUENCERS

Ensure that once a week you are engaging with bigger accounts to keep getting your profile in front of others!

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# SOCIAL MEDIA CHECKLIST



## SET MONTHLY GOALS

Set a goal you want to achieve by the end of the month, for example - gain 20 more followers.

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## CREATE MONTHLY CHALLENGES

Challenge yourself to something new each month, this could be posting something different or interacting with different people.

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## PERFORM A MONTHLY AUDIT

Review your interactions, which posts are reaching more followers and why?

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## PLAN CONTENT AND STRATEGY FOR THE NEXT MONTH

Planning ahead for the month is key to staying on top of your post schedule!

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## RESEARCH UPCOMING NEWS, EVENTS, AND TRENDS

Always be one step ahead by researching upcoming events which you can post about!

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