YOUR D-I-Y SOCIAL MEDIA CHECKLIST

ACHIEVE SUCCESS ON SOCIAL FOR LESS THAN 40 MINUTES A DAY!

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by Andréa Jones

Hi – I'm Andréa!

As a social media manager, I'm intimately familiar with what needs to happen on a day-to-day basis to keep your social media accounts active, vibrant, and engaging.

Despite popular belief, it doesn't take hours of daily work to maintain your social media accounts. In fact, in less than 40 minutes a day, you can have a social media presence to be proud of!

The following list is not exhaustive nor is it the end-all, be-all of social media activity. Instead, think of this list as a guideline to point you in the right direction.

I actually created this list as a guideline for potential clients as a way to showcase what I can do for them on a daily basis.

It's important to remember to stick with small, actionable steps you can do daily instead of getting overwhelmed with the possibilities.

Looking to hire me for social media services? Click Here!

Now, on with the show!

Andréa Jones

D-I-Y Social Media Checklist

Daily (20 - 40 minutes)

- [ ] Respond to any comments
- [ ] Find & Engage with 15 New People to Follow
- [ ] Engage with 15 Current Followers
- [ ] View & Participate in a Relevant Trending Topics

Weekly (1 - 2 hours)

- [ ] Review What Content Does & Doesn't Work
- [ ] Create Interesting & Original Content to Share
- [ ] Build Your Sharing Schedule for Next Week
    - [ ] Re-share 1 Old & Original Piece of Content
    - [ ] Share Something Funny/Relatable
    - [ ] Share Any New Content
    - [ ] Provide a Tip or Fact
    - [ ] Start a Conversation with a Relevant Question
- [ ] View Top Engagers and Thank Them
- [ ] Engage with Industry Influencer Content (Blog posts, videos, podcasts, etc)
- [ ] Participate in A Group or Community

Monthly (15 - 20 minutes)

- [ ] Record Statistics
- [ ] Plan Content Marketing Efforts for the Following Month

Quarterly (20 - 30 minutes)

- [ ] Evaluate Marketing Objectives and ROI
- [ ] Update Cover Photos & Profile Pictures if Necessary
- [ ] Review, Edit & Implement Keywords and Hashtags