

DIY SOCIAL MEDIA CHECKLIST

Keep it handy to stay on track with your social media and business goals.

If you're managing your firm's social media efforts on your own, this checklist might come in handy to help you stay on track.

Daily

- Check your latest stats for yesterday's posts.
- Check mentions or replies to interact with people talking about you or your brand.
- Monitor brand mentions and who's talking about you without tagging you.
- Set they daily content schedule to ensure images and text are ready for posting and sharing internally and externally.

Monthly / Quarterly

- Check your marketing plan to ensure you're on track with social media and its efforts to help you meet your business goals.
- Check competitors and what they are doing on their social media profiles. Tip: Follow their profiles too.
- Follow industry trends using hashtags, alerts, and influencers.
- Create or update a monthly report outlining achievements and opportunities.

SOCIAL MEDIA CHECKLIST

DAILY, MONTHLY, QUARTERLY TASKS

Managing your social media efforts on a daily, weekly, or monthly basis is important. Here's a checklist to help you stay on track.



Click to Enlarge.

Now that you have the DIY social media checklist, what steps will make your to-do list?

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Additional Resources

- [How to Align Your Social Strategy with Target Markets](#)
- [How to Maximize Instagram Posts and Avoid Shadow Banning](#)
- [9 Social Media Pitfalls for CPAs](#)
- [3 Simple Things to Tweet Each Day](#)
- [10 Easy Ways to Overcome Content Development Challenges](#)