

SOCIAL MEDIA CHECKLIST: MANAGE SOCIAL MEDIA IN LESS TIME PER DAY

MODERATION

TIME: 15 MINUTES

- 'Like' and Reply to any new comment or post, asking a question if appropriate.
- Clear out notification center for each channel (Facebook, Instagram, LinkedIn, etc.)
- Respond to comments and DMs.
- Search for tagged posts, brand name mentions without tags, or brand-related hashtags. Like/comment where it makes sense.

ACTIVE OUTREACH

TIME: 30 MINUTES

- Follow 1-2 customers/engaged users (followback).
- Search hashtag or scroll feed and Like/comment 15 recent and relevant posts.
- Like 15 posts from people we follow.
- Follow and comment on 3 new and relevant accounts.

BONUS ACTIONS

WEEKLY:

- Ensure you have next week's content scheduled.
- Double-check scheduled content against trending topics or news (some posts may not be appropriate based on what's going on in the world).
- Scroll through social media to get inspiration and stay on top of trends (limit this to 15 minutes per week).

MONTHLY:

- Look at analytics and update your monthly metrics report.
- Double-check and update/refresh Instagram bio links.

Looking for more social media tips? Grab our [Social Media Best Practices Guide](#)



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