

Social Media Manager's Daily Checklist



Feel as if you're forgetting something? As a social media manager, you have a lot to keep track of. Use this daily checklist to stay focused and productive.

Check and Prioritize Messages and Mentions

Check each platform's notifications, messages, and mentions since your last login. Assess and prioritize them according to which customers need responses ASAP.

Respond to Your Followers

Once you know your priorities, reply to those messages and mentions. For issues that require more research or another team member's assistance, update the follower on next steps.

Respond to Your Followers

You should have scheduled brand content in the queue. Confirm that it's ready to go, especially if any details have changed since it was written.

Curate Content

You don't always have to share your own original content. Look for great posts from industry leaders and influencers, comment on it and share it with your followers.

Check Out Your Competition

Check out other brands regularly so you know how to serve your customers and stand out from your competitors.

Engage with Your Audience

Ask questions and respond. Use relevant hashtags. Chime in on important or trendy topics. Engage with other profiles and social media users.

Brainstorm New Content

Review anything new happening with your company that will make good social content — product launches, promotions, anniversaries, or announcements. Talk to your subject matter experts or brainstorm with your blog writers.

Update Your Metrics

You may not track metrics every day, but put a reminder on your calendar to do so regularly. Then, you're always prepared to demonstrate progress to your leadership.

Keep Up With Social Media

Social media platforms constantly release new features and updates. As a social media manager, make sure you're reading the latest blogs and articles to stay up-to-date.